THE LAUNCH OF THE CAMPAIGN FOR IDC HERZLIYA

The IDC Herzliyan

Planning for the Future

THE CAPITAL CAMPAIGN FOR IDC HERZLIYA
ZELL FELLOWS MEET WARREN BUFFETT
IDC HUMANITARIAN LAW CHAMPIONS
ENTREPRENEURIAL INCUBATOR TO BE LAUNCHED
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On the Cover:
Prof. Reichman discusses IDC’s expansion.
The Capital Campaign for IDC Herzliya
Pre-Launch Interview with Prof. Uriel Reichman

PROF. URIEL REICHHAN UNVEILS HIS VISION FOR THE PLANNED CAPITAL CAMPAIGN THAT WILL SECURE AND BENEFIT THE STATE OF ISRAEL AND THE JEWISH PEOPLE.
Scents of orange blossoms and eucalyptus trees mix easily as a rousing breeze rustles the springtime air. With the approach of late afternoon, birds flock toward their evening perches overhead, while students lounge on the lawn outside the Radzyner School of Law, consulting with their laptops and with one another on coursework assignments. Professor Uriel Reichman strolls across the lawn toward Wind Boulevard, and exchanges greetings, stopping to answer a student’s concerned question. He turns to share some of his reflections regarding IDC Herzliya’s pressing challenges for the future and the plan to realize the next stage of the dream.

The Herzliyan: As IDC Herzliya’s founding president and visionary, what do you consider to be the key milestones of its existence?

Uriel Reichman: First, I think it is important to mention the impact this institution has had on the landscape of Israeli higher education in its entirety. In establishing Israel’s very first private institution of higher education, we trumped the conventional wisdom and nay-sayers. By opening our doors without any government assistance whatsoever, we created an institution free to blaze its own trail in pursuing excellence and unencumbered by unreasonable bureaucratic regulations. In so doing, we enacted our motto, Liberty and Responsibility. Instead of taking from the government, we contribute to it. This very fact models the changes we have sought to implement here and across Israeli society.

Since that time, we have become a leading academic institution, and are considered to be one of the foremost social science universities in the country. Our institutes produce cutting edge research and provide consultation on burning issues of the day which is sought by experts around the world. We enjoy academic links with leading universities in North America, Europe and Asia. The out-of-the-box thinking we encourage has created innovative initiatives that vitalize the spirit of Zionism, Israeli society and Jewish peoplehood.

TH: To what do you attribute this success?

UR: Without question, it is our partners. IDC is the product of passion. Our donors are partners in making this happen.

TH: How do you characterize the IDC Herzliya reality?

UR: To understand how exceptional and how essential this institution is, one need only look at current affairs and the challenges which Israel faces on so many fronts – external threats to our national security and internal threats no less serious to our social fabric. IDC Herzliya’s founding values are needed more than ever. As a Zionist university, IDC is committed to the future of this country. Our impact over the short period of seventeen years is astounding. However, to ensure that we fulfill this commitment to reach our utmost potential, we need to secure our foundation.

TH: How do you identify the challenge?

UR: IDC Herzliya has grown to be an entrepreneurial wonder and we have succeeded beyond our wildest dreams. One could even say that we got ahead of ourselves. We have outgrown our original envisioned dimensions. Our physical facilities are stretched to their utmost to the point that we no longer have sufficient space to accommodate the cutting edge academic and entrepreneurially-minded programs we have initiated. So when I look at the current picture and toward the future, we must secure the infrastructure upon which to base our growth.

TH: And the plan to address this situation?

UR: Our dreams have always been audacious ones and to continue to thrive, we must have the audacity for another great leap. We are launching the Campaign for IDC Herzliya with the goal of raising $150 million in a two-year period. This capital campaign is the next bold venture that will carry this institution into the future.
Providing the physical structures for our expanding needs, coupled with the security with which to develop academic initiatives, will guarantee a vital campus experience worthy of our students, and the capacity to contribute innovative solutions.

Reaching the northern edge of the campus. Reichman stretches out his hand, motioning westward.

**UR:** Our foremost Campaign goal is to address our physical needs. Just as IDC Herzliya changed the face of higher education in Israel, this Campaign will change the face of our campus. It begins with a blueprint to build thousands of added square meters of newly constructed space, practically doubling our active areas and transforming the campus into a city community that never sleeps, brimming with academic and intellectual activity. Our immediate needs include a building for the School of Psychology and a new building for the School of Law, and laboratories to house the R&D incubators for our students' entrepreneurial and research projects in the Schools of Business, Computer Science and Communications. We need to build dormitories for international as well as Israeli students. Our plan includes a Student Union which will house a cafeteria, shopping center and synagogue and a library open 24 hours a day. Between that and the planned Sports Center, fully equipped with a fitness facility, the campus will be truly all-encompassing, busy with activity day and night.

**TH:** What about development in academic spheres? How can IDC Herzliya build upon its accomplishments?

**UR:** Dynamic academic growth rests on the continued nurturing and cultivation of IDC Herzliya's most precious asset: our human capital. Our contributions to Israel's academic, intellectual and public life have made us the institution of choice for renowned scholars the world over. Freedom from regulatory bureaucracies has allowed us to recruit and attract international scholars by offering competitive remuneration. This, in conjunction with academic partnerships with leading institutions, such as the Wharton School of Business, Maxwell School of Government, and SMU University of Singapore, to name only a few, has built a vibrant international standing.

To ensure continued freedom to enrich our students’ learning experience and beyond, we require investment. We must endow academic Chairs to secure and enable the intellectual output of the prestigious incumbents who will occupy them. Continued innovations and breakthroughs from our research institutes and centers require similarly firm foundations in order to be able to continue to attract leading figures from across Israel and the world.

**TH:** What other immediate needs hold high priority?

**UR:** Our students stand at the center of all priorities. The high-quality blend of individuals who call IDC Herzliya their alma mater is another result of the freedom of being a private institution. We take pride in our unconventional, unique admissions policy that recognizes high potential in students from elite IDF combat units as well as talented candidates from underprivileged areas – overlooking bureaucratic test scores in favor of giving talent a chance. To add to that, the over 1,400 students from 80 countries who come to pursue academic degrees in English at IDC’s Raphael Recanati International School further advance the Zionist dream by making us the largest academic absorption center and most international campus in Israel. Our alumni have played a role in keeping Israel’s high-tech industry at the international forefront, making a difference in representing Israel to the world, defending its national security and improving life within cities and communities.

“**I see this Campaign as fulfilling the promise we made, a legacy to the next generation and those to come.”**

For many of our students, higher education would have been beyond their reach without financial assistance. The IDC Herzliya experience depends on the generous support of scholarship funds, to provide them with the encouragement to see them through. Endowed scholarship funds can ensure the opportunity for future generations.

**TH:** Why launch the Campaign for IDC Herzliya at this particular moment in time?

**UR:** It is true that the need is ever present and ever worthy. Yet I see this as the opportunity to guarantee the promise and cement the legacy. In less than two decades, IDC Herzliya grew from a pioneering non-establishment venture to become a vibrant symbol of the entrepreneurial Zionist spirit. The Campaign for IDC Herzliya will lay the foundation to continue this enterprise, for the benefit of Israel’s security and the world’s, our business frontiers and governance; for the benefit of the Zionist hub we have created and its contribution to Jewish peoplehood; and for cultivating the best in Israeli society – and giving back.

Those who share the vision that brought us this far understand that this is an opportunity to secure an investment and take part in a venture with dividends like no other. I see this Campaign as our legacy to the next generation and those to come.

**TH:** What is your message in looking ahead?

**UR:** This campaign will succeed because of the momentum of what we have already built and the track record we have earned. I turn to our partners to take part in the Campaign for IDC Herzliya’s far-reaching two-year goal. Let us restate the commitment to our fundamental values of liberty and responsibility so that our university can maintain its international standing as the avant-garde of academic institutions, and can continue its ground-breaking impact on the State of Israel, the region, the Jewish people and the world in a manner true to the spirit of Zionism.

- Jennifer Roskies
“ONE OF THE MOST POWERFUL EFFECTS OF MAKOM BA’LEV IS THAT IT ALLOWS EVERYONE TO FEEL PART OF THE SUCCESS OF IDC.... MANY PEOPLE HAD BEEN JUST WAITING FOR THE OPPORTUNITY TO BE A PART OF IT, AND ESTABLISHING MAKOM BA’LEV GAVE THEM THAT OPPORTUNITY. I BELIEVE THIS IS WHY IT HAS BEEN SO SUCCESSFUL AND WILL CONTINUE TO BE SO.”

Adv. Gill Goshen, business consultant and co-founder of the IDC Alumni Association
It’s a stormy morning in February, and Adv. Gill Goshen, co-founder of the IDC Alumni Association, and Adv. Adi Peled-Olmert, the association’s director, and I are huddled inside Peled-Olmert’s cozy office on the IDC campus. As umbrellas stand dripping in the corner, the three of us gather around the desk to talk about Makom Ba’lev (Place in the Heart), the IDC Alumni Association’s groundbreaking initiative to provide student scholarships.

“Makom Ba’lev is the first time that the whole concept of fundraising originated from the alumni of IDC,” begins Goshen, a business consultant and partner in one of Israel’s largest diamond manufacturing companies. “Until now, IDC has been supported by its founding members, Friends of IDC and donors from around the world. As students and alumni we always knew that there were good people making significant donations in order to keep this place alive, but until now there was always a sense of separation between ‘them’ and ‘us’.”

The remarkably successful Makom Ba’lev has effectively shattered those walls of separation, and brought students, alumni and IDC Friends all into one strong family of supporters, each of whom shares the same goal of fulfilling the vision of IDC and its founder and president, Prof. Uriel Reichman.

“Throughout the years,” says Peled-Olmert, who graduated in 2000 from IDC’s Radzyner School of Law and has worked for the Alumni Association ever since, “we have received alumni donations, but starting two years ago we decided to establish the Makom Ba’lev project and invest all of our energies into its success. We wanted all of our alumni to know that we have several special projects that enable deserving but financially challenged young people to study at IDC and fulfill their dreams in life.”

The campaign, in 2009, quickly met its first-year goal to raise 1 million shekels. This amount was doubled the following year, as alumni came together to raise over 2 million shekels in scholarship funds that support economically disadvantaged students at IDC, enable outstanding...
Ethiopian youth and students with academic potential from Israel’s development towns to earn their university degrees, and even go to support the IDC Learning Skills Development Center, which provides support and tutoring to students with learning disabilities.

According to Goshen, the benefits of Makom Ba’lev go beyond the students who are being helped.

“One of the most powerful effects of Makom Ba’lev is that it allows everyone to feel part of the success of IDC. We decided early on to invite people to give whatever they could, and in our events we have some people who donated 50 shekels, some who donated 5,000, and some who donated a full year scholarship of 34,000 shekels, and nobody looks into anyone’s wallet to see how much they gave. Everyone is part of the same thing, and everyone feels good that they are able to help support the future of IDC and its students. What we realized very quickly was that many people had been just waiting for the opportunity to be a part of it, and establishing Makom Ba’lev gave them that opportunity. I believe this is why it has been so successful and will continue to be so.”

In a heartwarming twist, some of the donations received by Makom Ba’lev have come from former scholarship recipients.

“It is very special,” says Peled-Olmert, “when someone who once received financial assistance approaches us to say thank you for giving him or her a chance at life, and to say that they now want to help another. Whatever the amount, they give all that they can and it not only offers a deserving student the opportunity to study, it gives them a chance to pay back for what they received.”

Some 15% of IDC students receive scholarships today, and 60 of those scholarships this year were provided by Makom Ba’lev donations. Now in its third year, Makom Ba’lev has already raised 1 million shekels, with the goal of reaching 2 million by the end of the academic year. And as so many IDC alumni find success in their chosen professions, with warmth and endearment they reach out to IDC and join its Friends association, as did Goshen, who today serves as a Board Member.

“Our vision is that 10, 20 years from now, the Friends of IDC will be made up of IDC alumni, because they are the future of this place,” says Goshen. “Prof. Reichman strongly believes that it is the alumni of IDC who will rise up to build a better Israel, and to continue to foster his dreams of IDC creating the future leaders of Israel.”

Another crucial aspect to Makom Ba’lev is that the entire campaign is managed under the infrastructure of the IDC Alumni Association, which means that donations go directly into the scholarship funds.

“So many times,” says Goshen, “you discover that while an organization may be not-for-profit, an unbelievably high percentage of its donations actually go towards salaries, expenses, travel, cars, etc. What I find so attractive about Makom Ba’lev is that I know for a fact that nearly every shekel I donate actually reaches the students in need.”

As our interview draws regretfully to an end, none of us wanting to venture back out into the rain, Prof. Reichman suddenly appears in the doorway, stopping by to say a warm hello to Goshen, whom he remembers interviewing for the very first class of IDC.

“You see,” Reichman says, beaming. “When I speak about the caliber of our students and how we are nurturing the leaders of tomorrow, I’m speaking from experience. I look at Gill and at Adi, and all the other alumni who are gathering around as strong supporters, and I feel secure in the knowledge that the future of this institute is in safe hands.”

- Joy Pincus
Global MBA Program (G MBA)

Global Management, G MBA Track
Strategic Management, G MBA Track
New Media Innovation, G MBA Track

*The Global MBA Program has part-time and full-time tracks.*

Global Entrepreneurship Program (GEMBA)

Global Entrepreneurship is a full-time program.

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**World Renowned Faculty**

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**International Student Body**

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**Study Trips** to India and China

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“I like the small, intimate classes. It gives you more one-on-one time with the lecturer and the opportunity to connect with people from different cultures.”

Julio Schwartz, MBA, Venezuela

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The IDC Zell Entrepreneurship Program had a 10-Year Zellebration, Saturday evening, Feb 12, 2011, on campus. The venture creation program generously funded by Sam Zell of Chicago has graduated about 180 entrepreneurs and future business leaders, with a growing number of ventures coming out of the program! In fact, about 40% of program alumni are either founding members of start-ups or running their own businesses. Most of these ventures are in the Internet space but there are also stickers for sneakers selling in Japan and the US, and a coffee drink made out of date pits selling in natural markets all over Israel. Zell alumni are also well represented in Israel’s leading local and international companies. The entire Zell ecosystem of faculty (some have been with the program for ten years), industry expert mentors, friends of the program, investors in Zell companies, like Yossi Vardi (who has invested in three Zell companies!) and Zell alumni employers like Sami Sagol of Keter Group, joined executive director Liat Aaronson and alumni of the program from the first class to the present. Professor Uriel Reichman opened the event and reminisced about the program's beginnings. After a short movie clip, alumni took to the stage to share how meaningful the Zell experience and the Zell network are for their ventures. Sam Zell and his wife Helen and daughter Joanne made the trip over to be part of the festivities and Zell surprised everyone by announcing another ten years of funding for the program!
Daniel Tal (Zell July 2008), CEO of Wibiya, a Zell 7 venture. Eran Abramson (Zell June 2007), CEO of Walyou.com, a Zell 6 venture, and Yotam Cohen and Zohar Dayan (Zell September 2010), founders of Wibbitz, a Zell 9 venture.

Gil Goldstein, Adam Friedler, Roy Friedman, Ohad Kedar, Johann Dahan, Litan Yahav; Boaz Bachar, Liel Aharon and Efrat Talmon, Zell 10-2011 classmates.

Liat Aaronson, Executive Director of the Zell Entrepreneurship Program.

Eran Abramson (Zell June 2007), CEO of Walyou.com, a Zell 6 venture, and Yotam Cohen and Zohar Dayan (Zell September 2010), founders of Wibbitz, a Zell 9 venture.

Daniel Tal (Zell July 2008), CEO of Wibiya, a Zell 7 venture.

Yossi Vardi, Israeli hi-tech entrepreneur; Prof. Uriel Reichman, founder and president IDC Herzliya; Helen Zell, Sam Zell, Chairman Equity Group International Investments and Zell program founder and supporter; and Prof. Rafi Melnick, IDC Provost.
The 2011 Zell entrepreneurship students enjoyed a ten day trip to the United States during which they met with numerous entrepreneurs and businessmen.

One of the highlights was a meeting with Warren Buffett in his favorite steak restaurant in Omaha, at which Buffett professed his appreciation for Israel and wore the Star of David on the lapel of his suit.

The following day, still wearing the Star of David, Buffett again met up with the Zell group, along with other students from the United States. Students reported that Buffett seemed to give special attention to the Zell students; allowing them to ask more questions and posing with more of them for photographs. In one such photo with IDC Business Administration student Efrat Talmon, Buffett knelt on one knee, as if proposing marriage. At the end of the meeting, Buffett personally drove two of the Israeli students, in his own Chevrolet car, to their next destination; telling them to give his personal regards to Sam Zell.

The meeting with program founder and sponsor, Sam Zell, took place in his penthouse apartment in Chicago. A cocktail was held for the guests, and afterwards they had dinner in the apartment. Mr. Zell told the 2011 program participants that he is excited about the program named after him and that its annual participants bring him a lot of honor.

Joining the students on the trip were Prof. Uriel Reichman, IDC founder and president, Prof. Yair Tauman, dean of the School of Business Administration and Liat Aaronson, Zell program director.

At the time of going to the press, Wibiya, a Zell 7 start up established in 2008 by Dror Ceder, Daniel Tal and Avi Smila was in negotiations with Conduit for a $45 million acquisition.

The IDC Zell entrepreneurship course start-up supports a web toolbar platform enabling blogs and websites to integrate a variety of third party applications. Currently, Wibiya offers different applications such as a Facebook connect, Twitter alerts, post navigation, 3D galleries, itranslation and more. Conduit is a platform for creating custom toolbars for Internet browsers. The deal is set to give a solid return to its founders and investors who have only invested around $2.6 million into the project; and all 17 Wibiya employees will retain their employment by joining Conduit.

Wibiya investors include Primera Capital, Yossi Vardi, Oded Vardi, Jeff Pulver and Shlomo Nehama, former chairman of Bank Hapoalim.
IDC Team Wins International Humanitarian Law Competition

IDC TEAM WINS LAWS OF WAR COMPETITION – FOR THE SECOND CONSECUTIVE YEAR

S tudents of the Radzyner School of Law and the Raphael Recanati International School at IDC won, for the second consecutive year, first place in the international competition in international humanitarian law. The competition, known as the Jean Pictet Concours, brings together students from universities worldwide to compete and debate as if in a real war situation. The week-long competition is the most prestigious in the world in the field of humanitarian law. It took place in France this year, and over forty teams of students flew from all over the world to take part in the event.

On the day that the IDC team won the Pictet prize, Judge Richard Goldstone retracted himself from the report he wrote accusing Israel of having committed war crimes during the 2009 Cast Lead Operation. At this important time, the IDC team’s victory demonstrates Israel’s superior knowledge of the laws of war and its ability to apply it to the most challenging situations.

These challenging situations form the basis on which the students are evaluated at the competition. For example, at this year’s final event, the IDC team had to deal with the question of whether humanitarian law and human rights law apply beyond the borders of a state – a question with much significance to Israel when it carries out counter-terrorism activities abroad or even in Gaza or the West Bank. Much like in real life, the teams are required to come up with the appropriate legal and diplomatic answers to this question.

This is only the second year that IDC has participated in this competition. IDC’s participation has been institutionalized by Dr. Daphné Richemond-Barak, a combination of a great pool of students, passion for international law in the Lauder School of Government and in the Raphael Recanati International School. Together with Ido Rosenzweig, the team’s coach, Dr. Richemond-Barak selected the students and put together a 9-month training program. This year, they selected six students to participate in this challenging and intense adventure – only three of whom eventually competed in the Pictet competition in France.

The winning 2011 IDC team included Yaël Bar Hillel, a student in the Radzyner School of Law, as well as Katja Knochelmann from Germany and Los Angeles native Brandon Weinstock – both students in the Raphael Recanati International School. In the finals, the team prevailed against the Geneva Academy of Humanitarian Law and Human Rights, one of the most renowned institutions in this field. The jury at the final event included Christopher Raffi from the Prosecutor’s office of the Special Tribunal for Lebanon, which is currently investigating the murder of former Lebanese Prime Minister Rafik Hariri, and Chris Gosnell from the International Criminal Court (ICC).

The victory of IDC students for the second consecutive year is an unprecedented achievement in the history of this competition. Other than IDC, no Israeli team has ever won the competition – let alone two years in a row. As de facto “representatives” of Israel, the students often have to face inquisitive questions from their peers in the informal discussions taking place during the week of the competition. But the friendly spirit of the competition makes it possible for Israelis to sit with Iranian or Jordanian students and discuss complex political and legal issues. This type of interaction, at the heart of the task awaiting the students taking part in the Pictet competition, calls for diplomatic as well as solid legal skills.

Dr. Richemond-Barak’s experience has taught her the importance of mastering international law’s smallest details. In 2003, she worked at the International Court of Justice, at the time when the Court was considering the legality of the security fence built by Israel. She believes that this and last year’s victories carry very positive implications for IDC, which has now positioned itself as a top-level institution in this field. Beyond this academic resonance, the competition also trains the leaders of tomorrow, with these victories set to bear fruits for years to come.

What accounts for the success of IDC in this competition? According to Richemond-Barak, a combination of a great pool of students, passion for the field, a tailor-made training program and Israel’s reality in which these issues are “lived” on a daily basis and form an integral part of the public discourse.

For further information, send an email to barak.daphne@idc.ac.il.
A FIDC Board treasurer Gil Tenzer chaired the most recent meeting of the American Friends of IDC Board at the offices of Cramer, Rosenthal and McGlynn in New York City. With Professor Uriel Reichman and Jonathan Davis in attendance, special guests also included Liat Aaronson, director of the Zell Fellows Program at IDC, and 4 of her star students who presented their burgeoning business ideas from the diamond industry to phone apps to virtual gift giving. After hearing an update on the progress of IDC’s current programs to its future plans, members and guests headed over to the famous Michael’s Restaurant for a cocktail party with over a hundred friends, supporters, parents, and alumni. AFIDC Director Felicia Steingard welcomed guests and encouraged them to visit IDC’s campus in Israel and Professor Reichman shared his great pride in IDC and its growing family of supporters in the US.

With AFIDC Board member Gideon Argov and his wife Alexandra Fuchs at the helm, IDC Herzliya’s Argov Fellows are attracting a tremendous amount of support from individuals in the US who want to invest in Israel’s future. From Boston, New York and Florida on the East coast all the way to California and the Pacific Northwest, Americans are impressed by the caliber, commitment and promise of the Argov Fellows. This year Bob Grinberg and Debbie Lewis graciously invited the Fellows to their home in Chestnut Hill, Massachusetts, which was packed to the gills with enthusiastic supporters. Long time friends Dale and Marilyn Okonow expressed their joy for the program’s wonderful successes and the international group of Fellows presented themselves with grace and charm. In New York, Carol and Gershon Kekst continued their tradition of arranging a beautiful dinner each year to showcase the Fellows to members of the New York community. Held in the Park Avenue Synagogue, the Fellows impressed the crowd with their diverse backgrounds and range of interests, which they are channeling into a common goal: to represent Israel in the finest way possible.

Noga and Israel Niv helped to welcome IDC Herzliya President Professor Uriel Reichman to the Los Altos area by opening their home to friends
On a beautiful April evening, guests from the community joined Professor Reichman, Jonathan Davis and Felicia Steingard for dinner and drinks and an evening of discussion on Israel’s current affairs. Many attendees were happy to hear how IDC has developed and grown and applauded Prof. Reichman on his strong stance in building and maintaining IDC independent of government support. Many new friends were made in the Bay Area thanks to Noga and Israel’s hospitality.

Phil Blazer, president and CEO of California based Jewish Life Television (JLTV), interviewed IDC Herzliya’s Jonathan Davis on his weekly talk show “Main Street” during a recent visit to the Los Angeles studio. Discussing everything from American Jewish baseball heroes like Sandy Koufax to Zionism to IDC Herzliya’s 1,400 international students, Jonathan Davis and Phil Blazer were able to share their love of all things Jewish. Phil Blazer has had a long standing career in television and radio and is the pioneer who created JLTV, the first 24/7 Jewish television channel, which reaches tens of millions of viewers. Phil hopes to work with the Sammy Ofer School of Communications at IDC Herzliya to develop ongoing content to be aired in the US.

A group of talented IDC students, gifted in public speaking, all possessing excellent English skills and of Ethiopian Israeli descent, came to the United States to promote Israel amongst African Americans on high school and college campuses. Sponsored by Joey Low, champion of the Israel at Heart Ethiopian Program at IDC, the students spread themselves out in small groups to cover Texas, Florida, Georgia, North Carolina, Washington DC, New York, and Boston. IDC student Adam Bashar, a refugee from Darfur Sudan, also joined the group to tell his stories about the ways in which Israel helped to save his life and how his studies at IDC are preparing him for the future. During their time in NY, students were able to meet with the Friends of IDC in NY for an intimate evening to tell their personal family stories, the ways in which Israel has transformed their lives for the better and how IDC is helping to make their dreams come true.
FRIENDS ASSOCIATIONS

Wendy and Dan Moskowitz, IDC supporters at spring cocktail in New York City.

Liat Aaronson, IDC Zell Fellows director; Shlomo Argo, AFIDC board member; Felicia Steingard, AFIDC executive director; and Bill Recker, IDC Argov Program supporter.

Micki LaVine, IDC Supporter, Liki Abrams, Dr. Ronen Hoffman, IDC lecturer, Irwin Hochberg and Jonathan Davis, IDC vice president.

Nicole and Daniel Teper, RRIS parents, at AFIDC spring cocktail in New York City.

Felicia Steingard, AFIDC executive director and Alisa Rubin Peled, Shlomo Argo Fellows program director with David Cohen, program supporter, in New York City.

Jonathan Davis, IDC vice president and head of RRIS with Judith Perl, RRIS parent in Los Altos Hills, California.

Ruth Metferya, IDC student, Felicia Steingard, AFIDC executive director; Joey Low, AFIDC Board Member; Nina Weiner, IDC supporter; and Adam Bashar, IDC student, in New York City.

Wendy and Dan Maskowitz, IDC supporters at spring cocktail in New York City.
Boaz Ganor, executive director Institute for Counter Terrorism (ICT) with Gerry Cramer, chairman AFIDC.

Shlomo Argov Fellows event in New York City hosted by Carol and Gershon Kekst with Marty Geller and Gideon Argov, program founder.

Jonathan Davis with Gil Tenzer, AFIDC Board Treasurer, at the spring cocktail in NYC.

Noga and Israel Niv hosted Prof. Uriel Reichman, Jonathan Davis and friends at their home in Los Altos Hills, California.

Shimon Topor, AFIDC Board Member and wife Hava Topor.

Michèle and Brigitte Scheinmann with Debbie Lewis, supporter and hostess of the Shlomo Argov Fellows Event in Boston.

Allen Rosenshine and Annette Rubin, AFIDC board members, at the spring cocktail in New York City.
On a cold and rainy night in January, IDC Israel Friends members enjoyed a relaxed evening to celebrate the start of 2011. Sponsored by Audi, the participants of the evening kept out of the rain with car to door service in one of their newest models – complete with luxury seat warmers to ensure that everyone kept cozy on the short drive to the event.

Participants were able to snack while mingling and socializing with other Israel Friends and IDC professors and staff. They also enjoyed some musical entertainment by the IDC student choir.

The keynote speaker for the evening was Dr. Yossi Vardi, a well-known hi-tech guru and investor in three start-ups within IDC’s Zell program, who spoke on “The Secret Sauce of Hi-Tech.”

Vardi joked that the secret of the high-tech industry lies in the “Polish mother” who pushes her children and shows off in front of others.

Vardi focused on IDC’s entrepreneurship and commended the university for the number of great entrepreneurs that it, and specifically the Zell program, turns out and will turn out. The Zell alumni of the companies that he has invested in were invited to the event, at his request.
Featuring the Israel Friends of IDC

Dvora Schocken, IDC’s art curator with Galia Albin, IDC friend and supporter.

Tali Angel, Sara Ilon, Avi Angel, all IDC friends and supporters, with Billa Hochman, IDC director of Public Affairs.

Dr. Yossi Vardi, keynote speaker for the evening and a well-known hi-tech guru and investor.

Avri Vardi, a graduate of IDC’s Radzyner School of Law talking with Adv. Adi Olmert, Alumni Association director.

Nir Small, second degree Business Administration graduate, with his girlfriend.

Leora and Eli Landau, IDC friends.

Eli Landau and Menachem (Menta) Atzmon, IDC friends.

Tagreed Tannous, IDC graduate and supporter of the Makom Ba’lev program, with her mother, Suheir.

Liat Aaronson, Zell Entrepreneurship Program Executive Director, with two Zell alumni entrepreneurs, brothers Eyal Gura of PicScout and recently sold Picapp, and Ron Gura of the Gift Project. Both ventures started in the Zell program at IDC.

Tali Angel, Sara Ilon, Avi Angel, all IDC friends and supporters, with Billa Hochman, IDC director of Public Affairs.
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The UK Friends of IDC has been busy lately.

The UK Friends of IDC has been busy lately. In March 2010, IDC held a unique evening, dedicated to IDC and Israel, at the home of Amnon and Malka Lion, long-time supporters and friends of IDC. Prof. Reichman captivated the crowd by speaking about Israel’s current contemplations, while Asaf Tzachor, an IDC alum who is now a graduate student at Oxford University, spoke about his journey “From IDC to Oxford.” Prof. Reichman and VP Jonathan Davis held an extensive series of meetings, spending time with Richard Mintz, Baron David Alliance, David Lewis, Amb. Ron Prosor, Amir Levy, Yariv Cohen, Jacob Agamm, Felix Posen, Sir Paul Judge, Maurice Helfgot and Michael Gee, among others. To top it all off, an IDC UK Alumni get-together was held on the last evening, during which IDC alums took a break from their rigorous schedules to have drinks and compare notes about their careers, lives and dreams for the future.
Imagine that you reach for a cup of water, and it meets you halfway. Or perhaps you reach across the table for your phone, and the cup moves out of your way so as not to get knocked over. Sounds like science fiction? Not so, says Dr. Guy Hoffman, co-director of the Media Innovation Lab (miLAB) at IDC’s Sammy Ofer School of Communications. Hoffman and Dr. Oren Zuckerman, miLAB founder and co-director, are leading the way in innovative research that will forever change the way we interact with the world around us and the technology that accompanies our lives in most everything we do.

“Very soon, everything is going to be digital,” says Zuckerman, “so we are trying to add more meaningful interactions between humans and technology. If we don’t design it in the right way, we risk the interaction being ‘cold’ and ‘detached.’”

Zuckerman established miLAB three years ago to explore the future of media, technology and human-computer interaction (HCI). He was later joined by Hoffman, a fellow alumnus of the renowned MIT Media Lab in Cambridge, Massachusetts, and the two are assisted by Michal Gilon-Yanai (MBA, MIT Sloan), program director of the new GMBA-Innovation track, Noa Morag (MFA, ITP NYU), program director of the BA track, and Ayelet Gal-Oz, miLAB research manager.

Several of miLAB’s graduates have already met with great success in their professional endeavors. One is Tamir Berliner, founder of the highly successful Israeli venture PrimeSense, which produces the technology behind Microsoft’s new controller-free gaming equipment, Kinect.

Housed in the Sammy Ofer School of Communications, miLAB collaborates with the Efi Arazi School of Computer Science, the Arison School of Business and the School of Psychology, and its industry sponsors include well-known giants such as General Motors, Microsoft and Google. In addition to the lab’s undergraduate and graduate programs, ongoing faculty-led research projects aim to push the edge of the envelope of how people interact with technology. One project, headed by Zuckerman, explores the potential for using technology to increase our motivation to do a task we might otherwise avoid – such as exercise. Another, headed by Hoffman, involves preparation for a future in which technology will be even more interwoven with our lives, and invites us to enter a world in which machines can communicate and collaborate with us as team members, and even elicit from us an emotional connection with them.

“OUR PRIME MOTIVE IS TO ENRICH THE HUMAN EXPERIENCE WITH TECHNOLOGY. AND BY FOCUSING ON THAT, WE FREE OURSELVES TO ARRIVE AT THE MOST RADICAL INNOVATIONS IMAGINABLE, MANY OF WHICH MAY ULTIMATELY LEAD TO COMMERCIAL SUCCESS.”

Dr. Oren Zuckerman, founder and co-director of miLAB

NOW OFFERING AN MBA TRACK IN MEDIA INNOVATION

GMBA-INNOVATION TRACK

This coming October hails the opening of a unique collaboration between miLab and the Arison School of Business – the new GMBA-Innovation track. The first of its kind in Israel, the program will accept a small number of candidates from diverse backgrounds. Students will
receive a unique hands-on learning experience in rapid prototyping and design thinking that will enable them to lead the development of unique media and technology experiences.

Along with core MBA courses, students will take courses in Human Computer Interaction, Design Thinking and the Business of Media, as well as a series of lab courses to learn the innovation process and get familiar with the prototyping tools necessary to realize their ideas. They will then embark on a number of real-world “Innovation Sprints” in which leading companies will present actual challenges they face, and ask the students to devise innovative solutions. Project prototypes will include elements of gaming, mobile platforms, natural user interfaces and more. The program will culminate in a final project that has students use all the skills they have learned to form and manifest an original idea.

While previous technological training is a plus, anyone with a creative bent or background can apply, including engineers, science majors, designers, artists, architects – even students of psychology and other social sciences – as the program incorporates special classes and workshops that allow non-technical people to jump in and start inventing.

“All they need is to be willing to learn and have passion for an idea,” says Zuckerman. “If they love to imagine and build things, we want them in our lab.”

CREATING ENHANCED HUMAN COMPUTER INTERACTION

One of miLAB’s core motives is to enhance the teamwork between humans and technology, rather than create a world in which technology takes control away from humans and diminishes our abilities and perceptions.

“Within the technological arena,” says Hoffman, “it is vital to maintain a humanistic angle and I see us as representatives of humanity in technology, rather than purveyors of technology among people. We take into account human psychology and behavior, looking to find the elements that make us human, that help us feel better, or that simply improve the way we communicate, and then take technology in that direction.”

What about one that offers directions based on personal memories? “Turn right at the coffee shop’ instead of ‘go 2 kilometers and turn right’. It’s an enhanced human computer interaction, and it encourages the driver to be more connected to his or her environment.”

Another exciting project at the faculty level, sponsored by the Human Machine Interface group at the General Motors Advanced Technical Center in Israel, explores ways in which to enhance user experience. Take a family going for a long drive together - whereas today each rider tends to be isolated in his or her own world, miLAB is designing a way to promote better interaction between the riders, and greater connection with the environment. One application, simple to operate, involves parents plotting their course of travel before the trip, using Google map, and ‘hiding’ virtual creatures along the route. After setting out on their journey, the children get warnings when they are approaching a creature, and the car pulls over to allow them to ‘capture’ the creature using their mobile phones. Now unlocked inside their phones, the creatures can offer stories and information about the surroundings. Connected to the car’s real-time driving data, the creatures may even develop a headache if the driver is going too fast!

“ALL [STUDENTS] NEED IS TO BE WILLING TO LEARN AND HAVE PASSION FOR AN IDEA. IF THEY LOVE TO IMAGINE AND BUILD THINGS, WE WANT THEM IN OUR LAB.”

Dr. Oren Zuckerman, founder and co-director of miLAB

“The principles and guidelines of our work are different than traditional innovation, which seeks short-term commercial success,” explains Zuckerman. “Our prime motive is to enrich the human experience with technology. And by focusing on that, we free ourselves to arrive at the most radical innovations imaginable, many of which may ultimately lead to commercial success.”

Thanks to miLAB, we can all look forward to a world in which technology exists to enhance the human aspects in all that we do, and the relationship between humans and machines becomes a positive, productive and healthy partnership. ♦

- Joy Pincus
IDC and Asper Institute’s NoCamels.com: Local Solutions to Global Problems

Two dozen student journalists from all of the schools at IDC are being sent around the country to interview some of the leading individuals and companies focused on solving today’s pressing global problems.

With the vast majority of news involving Israel being about its conflicts, and a large portion of that coverage portraying Israel in a negative light, a fragmented and biased image has been formed in the global perception of Israel. In fact, a recent BBC study showed that Israel is grouped with Iran, North Korea and Pakistan as the most disliked countries in the world.

NoCamels.com is seeking to show a different face of Israel, one which goes beyond the military conflict. NoCamels' goal is not to hide Israel's conflicts from the world, but rather to show the world the other sides of the country – leading to a fuller, broader reality that can help redress the current imbalance. NoCamels covers those aspects of Israel, just as important, that impact the world in a positive way.

For the world to be open to hearing about Israel’s “other sides,” NoCamels is dedicated to highlighting Israeli innovations that have global benefits. Israel has a higher density of start-ups than any other country in the world, a large number of which are focused on finding viable, creative solutions to global problems, and NoCamels covers those creative solutions in the fields of health, environment, security, technology and lifestyle.

Led by Dr. Noam Lemelshtrich Latar, dean of the Sammy Ofer School of Communications, and Anouk Lorie, director of the Asper Institute for New Media Diplomacy and CNN journalist, two dozen student journalists from all of the schools at IDC are being sent around the country to interview some of the leading individuals and companies focused on solving today’s pressing global problems. The student journalists cover the stories in creative ways, using text, image and video, and several articles are uploaded daily on the NoCamels rolling news site.

By providing appealing, professional content that can easily be redistributed, NoCamels is able to appeal to its growing distribution network of 800 specialized international journalists and bloggers. Always on the lookout for interesting new stories, these journalists link to and distribute the NoCamels’ content to their vast international audiences.

NoCamels’ student marketing team also uses an array of cutting-edge marketing strategies, primarily though social networks, to increase traffic to its stories. NoCamels has launched successful Facebook, Twitter, Digg and Linkedin pages, with over 2,000 followers and growing. The site has also entered into a content-sharing agreement with the Jerusalem Post. Currently, 60 percent of NoCamels’ readers are from outside of Israel, some from countries as far as Pakistan, Turkey and Indonesia. One blog in Turkey has even taken to translating NoCamels stories into Turkish! And the site’s most popular story to date, entitled “Israeli Doctors Teach Male Circumcision to African Doctors to Combat Aids” was re-published on almost a dozen international blogs and received nearly 1,000 Facebook “Likes.”

At the end of 2011, NoCamels is planning to hold its first annual “NoCamels Innovation Awards Show” at which IDC students and faculty will vote on the most innovative start-ups in the fields of health, environment and technology.

According to Lemelshtrich Latar, “special thanks must go to the Asper family, who had the wisdom and generosity that made it possible for us to impact Israel, the Jewish People and the world at large.”

With special thanks to Danita and Michel Aziza for their help and support with NoCamels.
THE ELEVENTH ANNUAL HERZLIYA CONFERENCE 2011
“In the very last interview he granted,” recalled Shimon Peres, president of the State of Israel, “David Ben-Gurion was asked about the prospects of peace with Egypt. Ben-Gurion replied that peace would come when a young generation of Egyptians would arise and demand freedom and equality.” The words of Israel’s first prime minister 37 years ago took on a prescient quality as they echoed in the opening session of the Herzliya Conference. This year’s conference took place at a moment suspended in time, with protests in Cairo’s Tahrir Square about to oust Hosni Mubarak from office. Poised between the turmoil in Egypt and the outbreak of demonstrations across the region soon to follow, speakers were unanimous only in that the outcome of such an unprecedented chain of events was impossible to predict. Maj. Gen. (res.) Danny Rothschild, director, Institute for Policy and Strategy, IDC Herzliya and chair of the Annual Herzliya Conference Series, in presenting the Herzliya Assessment, acknowledged that this had occasioned last minute program changes. “2011 will leave its mark as dramatic, changing the Middle East and bringing with it dangers on all fronts, including an even more forceful eruption of the Iranian brand of radical Islam,” he remarked. The four days of discussion and wide-ranging analyses reflected a full spectrum of concerns and possible scenarios.

“ISRAEL WILL NEVER TRIUMPH OVER THE STRUGGLES IT FACES ON SO MANY FRONTS IF IT IS BESET BY INTERNAL VIOLENCE, ENVY AND CORRUPTION. WE MUST REINSTATE THE VALUES WE PROCLAIMED IN OUR DECLARATION OF INDEPENDENCE.”  Prof. Uriel Reichman, founder and president, IDC Herzliya

“LET THE REPRESENTATIVES OF LEADING COUNTRIES FORM AN ECONOMIC QUARTET TO ROOT OUT POVERTY, INVEST IN DEVELOPING COUNTRIES AND CREATE JOBS IN HI-TECH.”  Shimon Peres, president of the State of Israel
President Shimon Peres acclaimed the revolution sweeping the Arab world as “spontaneous, from the ground up and sparked by social causes – poverty, distress, regimes disconnected from their people.” He repeated a suggestion he had made to Joe Biden, the U.S. vice president, “to invite the representatives of large countries, an Economic Quartet, to root out poverty, invest in countries and create jobs in hi-tech.”

Others speakers cautioned that domestic instability within Middle East states carries grave regional implications. Mary-Beth Long, former US Assistant Secretary of Defense for International Security Affairs, warned that “democratic stirrings may bring about profoundly undemocratic results,” and that “popular elections do not a democracy make; democracy is about values, institutions and the rule of law.”

Lt. Gen. Gabi Ashkenazi, outgoing IDF Chief of General Staff, made the same point in his keynote address. “We are witnessing a power shift, with the radicals gaining and moderate elements losing ground,” citing Lebanon as representing “a microcosm” of what Israel faces. “(Prime Minister) Saad Hariri and (Druze leader) Walid Jumblat have highly-tuned survival instincts and can tell which way the wind blows. Both made pilgrimages to Bashar al-Assad of Syria, the man whose father murdered theirs.” Mas. Gen (res.) Amos Gilead, director, Political-Military Bureau, Ministry of Defense, Israel, affirmed this reading of the situation. “Lebanon is losing itself,” he said. “Elections under weak democracies have led to dictatorships that could change the country into a living hell. Only for Iran and other radical forces could this be an advantage.”

Francis Delon, secretary general for National Defense, France, warned that this “arc of crisis,” from the eastern Mediterranean to Central Asia, “creates a risk of radicals from Afghanistan and Pakistan coming through the Arabian peninsula” as well.

As Dr. Israel Elad-Altmann, senior research fellow, Institute for Policy and Strategy, IDC Herzliya, noted, “this eruption is still in lava form and has not yet crystallized.” To Salman Shaikh, director, Brookings Doha Center, Qatar; fellow, Saban Center for Middle East Policy, Brookings Institution, we are witnessing a fundamental shift, an Arab awakening, between ruler and ruled, a large majority saying that the way it has been is just not good enough. He expressed hope for a transition model resembling Indonesia under Suharto, with its policy of spreading moderate Islamic values. “Such a form of interim government brought about incremental changes to the constitution, electoral law, bolstered by international assistance,” he said.

“DEMONSTRATIONS MAY BRING ABOUT PROFOUNDLY UNDEMOCRATIC RESULTS AND POPULAR ELECTIONS DO NOT A DEMOCRACY MAKE. DEMOCRACY IS ABOUT VALUES, INSTITUTION AND THE RULE OF LAW.”

Mary-Beth Long, former US Assistant Secretary of Defense
AMERICAN POWER AND SHIFTING GLOBAL ALLIANCES

Gen. (ret.) James L. Jones, former US national security advisor and former commander, US European Command and supreme allied commander Europe, addressed the unpredictability of “today’s strategic moment,” saying, “What happens in Egypt doesn’t stay in Egypt. Now is not the time for passivity; the stakes are too high.” He indicated that four of President Obama’s key speeches – his inaugural address, his speech in Cairo, at West Point Academy and his Nobel Peace Prize acceptance speech – provide the blueprint of the United States’ foreign policy strategy of engagement.

Anders Fogh Rasmussen, secretary general of NATO, underscored the Western world’s “common duty,” urging, “a speedy transition in Egypt with respect for human rights so that it can continue as a force for peace and stability.” Amb. Alexander Vershbow, US assistant secretary of defense for International Security Affairs, underscored “balancing the need for stability with standing up for our universal values. It is not a zero-sum game.” Or that blocks Tehran’s way or that Tehran doesn’t like?” he asked. “Turkey is aligned with Syria and training Syria’s army. The once-hailed ‘Turkish Model’ is now recognized as a road to Islamization.” Dr. Ariel Cohen, senior research fellow, Heritage Foundation, US, agreed that there are grave causes for concern, pointing to Turkey’s refusal to allow the US 4th Armored Division to station in its territory, delaying shipments of humanitarian aid to Georgia. Turkey has become an enabler of terrorism, opposing sanctions against Iran, allying with Brazil, Russia, Venezuela and China, he said. The effect, according to Prof. Soli Özel, professor of International Relations and Political Science, Bilgi University, Turkey, is of “living in a revolution in slow motion.” To Dr. Constanze Stelzenmüller, senior transatlantic fellow, German Marshall Fund, Germany, “We are seeing a loosening of the ties in the Western alliance. The West has failed to recognize the tensions stemming from the ossification of Kemalism and secularization.” What can Europe do to prevent the situation from going from passive-aggressive to toxic? Dr. Michael Leigh, director general for Enlargement, European Commission, explained that with the slowdown in talks regarding Turkey joining the EU, the Turkish government feels far less incentive to adopt the reforms necessary for its acceptance and is giving them no particular priority.

What foreign policy should Israel adopt in light of all this? “It may be true that Israel puts all its eggs into the one basket of its alliance with the US,” said Prof. Gabriela Shalev, Ono Academic College and former permanent representative of Israel to the UN, “but we have no other basket. America’s veto power in the United Nations is critical.” Amb. Zalman Shoval, former ambassador of Israel to the US, voiced a similar sentiment, saying that Americans might be able to live with diminished American power and influence on the international scene, but Israelis could not. Dr. Josef Joffe, editor, Die Zeit, Germany, on the other hand, noted that Israel’s almost exclusively America-directed foreign policy for the past many years may come at the expense of potential ties it could cultivate in Europe.

as Dr. Liam Fox, MP, secretary of state for Defense, UK, put it, “We have to ensure that there are building blocks for democracy across the Middle East. The things that give us a higher moral authority are something we cannot deny other nations,” adding, “Successful nations will be those who look forward and outward, not backwards and inward.”

Dr. Boaz Ganor, executive director, International Institute for Counter-Terrorism (ICT) and deputy dean, Lauder School of Government, Diplomacy and Strategy, IDC Herzliya, cautioned that current US policy “is creating a paradox in the Arab world. The so-called moderate and pragmatic leaders are losing the support of their constituents for being perceived as pro-American, and then they lose US support for being non-democratic.” Agreeing with Amos Gilead, Ganor added that “the only ones winning the game are the jihadists.” Mary-Beth Long went further, noting that current policy “sends a terrible message to our allies in the region who play equally instrumental roles in stability – Jordan, UAE, Lebanon, Bahrain – and also sends a message to our foes, encouraging radical movements. Our credibility problem will only get worse if we do not stop Iran from getting nuclear weapons.” At the same time, she expressed belief that “this situation presents tremendous potential for the US to give our allies support.”

‘Shifting alliances and their geopolitical ramifications came into sharp relief in discussions regarding Turkey. “The changes we see represent the enormity of the defeat of Western interests,” claimed Prof. Barry Rubin, head of the GLORIA Center, IDC Herzliya; for all practical purposes, Turkey is allied with Iran in its foreign policy. “Is Turkey doing anything

“FOR ALL PRACTICAL PURPOSES, TURKEY IS ALLIED WITH IRAN IN ITS FOREIGN POLICY. IS IT DOING ANYTHING THAT BLOCKS TEHRAN’S WAY OR THAT TEHRAN DOESN’T LIKE? THE CHANGES WE SEE REPRESENT THE ENORMITY OF THE DEFEAT OF WESTERN INTERESTS.”

Prof. Barry Rubin, head of the GLORIA Center, IDC Herzliya
“It is ironic that Iran has unified the globe,” James L. Jones, former US national security advisor, stated. “We need to capitalize on this while it lasts.” The question of just how to address the Islamic Republic of Iran – its race to attain nuclear military capability and its worldwide promotion of terror and radical Islamist ideology – brought a range of views. To some, international sanctions have achieved marked results. According to Amb. Alexander Vershbow, US assistant secretary of defense for International Security Affairs, Iran itself is surprised with their effectiveness. Brian Katulis, senior fellow of the Center for American Progress, US, claimed that “between assertive engagement and tactics such as the Stuxnet virus, Iran is more isolated than it has been in decades.” Dr. Patrick Clawson, deputy director for Research, Washington Institute for Near East Policy, US, too, maintained that President Obama’s policy has been effective, citing that no new centrifuges have been built in over a year. Efraim Halevy, former head of the Mossad and director of the Shasha Center for Strategic Studies, Hebrew University of Jerusalem, stated that “Israel and the United States are winning this war. It is not very pleasant to be an Iranian at this stage. Perception is important, thus, it is time that we change the narrative and begin to believe it so that others will.”

Danielle Pletka, vice president, Foreign and Defense Policy Studies, American Enterprise Institute (AEI) took exception to this argument. “Sanctions are biting, but not enough,” she said. “We need a deterrent but have already given up on many of them. Worse, we have not done nearly enough to empower the Iranian people.” Brig. Gen. (res.) Dr. Ephraim Sneh, former deputy minister of Defense and chair, S. Daniel Abraham Center for Strategic Dialogue at Netanya Academic College, noted that Iran’s rapidly developing ballistic missile system can now reach Delhi, Moscow and Athens as well as Israel; within two years it will have the capacity to reach Brussels, Paris and Berlin and by 2015, US territory. “The added potential of nuclear capability equals nuclear blackmail,” he explained. “It would change the entire constellation and lead to a nuclear arms race in the Middle East without Iran even touching the button.”

Meir Javedanfar, founder of Middle East Economic and Political Analysis Company (MEEPAS), asserted that the Iranian regime will stop at nothing to advance its nuclear weapons program. “Funds are being moved around secretly to fund the nuclear project,” he said, “with $60 billion missing from the Iranian Treasury and $1 billion missing from its central bank.” In order to camouflage their actions, the regime has created a “bubble,” with the Iran Stock Exchange up 11,000 points in one year, representing...
100% growth. “Sanctions are essential in that they keep the focus on Iran and its nefarious role,” Javedanfar maintained. “This keeps them in the penalty box.”

Mehdi Khalaji, Next Generation fellow, Washington Institute for Near East Policy, US, focused on the regime’s crackdowns on its opponents. “There has been a huge rise in executions in recent months,” he said and called for the West to expand the sanctions campaign into a human rights issue. “All members of the regime responsible for these crimes should be persona non grata and banned from travelling to Europe, Canada or elsewhere. The impact of sanctions will not harm the Green movement. Backing the cause of human rights is the best way to show the people of Iran that we in Israel are with them,” he said, with Javendanfar adding, “Ahmadinejad is viewed as bad luck by his people, an Iranian Stuxnet.”

To Mark Dubowitz, executive director, Foundation for Defense of Democracies, US, sanctions can go much farther and be implemented with much greater severity, but claimed that “Israel needs to be more Catholic than the Pope in this matter, taking the lead in sanctions. Do not allow companies doing business with Iran to do any business with Israel.”

With respect to the spread and impact of radical Islam and jihadist ideology, Ayaan Hirsi Ali, author and resident fellow, American Enterprise Institute (AEI), US, shed light on the process of indoctrination to radicalism. She described the spectrum of adherence to Islam, from spiritual practice, where social Shari’a is applied as a legal concept mainly to family affairs, to the cultivation of political Islam, which calls for expanding the Islamic caliphate, by means of terrorism if necessary. “No criticism of Islam can be tolerated,” she emphasized, with Dr. Shmuel Bar, director of Studies, Institute for Policy and Strategy, IDC Herzliya, elaborating, “Islam is the only monotheistic religion that did not go through a reform that would enable alternate interpretations of the Koran. Thus, there is no firewall between mainstream and radical Islam.” According to Hirsi Ali, “this literal interpretation leaves the door open to radicalization. There are often gaps between parents and children, who become increasingly radicalized.”

Judith Miller, contributing editor, City Journal, US, reported positive news, that the number of American Muslims accused of terror-related activity decreased by 50% over the past two years. In addition, she reported on important inroads in the prevention of home-grown terror, bringing the example of the Muslim community of Minneapolis, which helped bring a case from within the local Somali community to justice. “How the community responds will determine much of the success,” she said, leaving a question for law enforcement officials of “at what point is it proper to intervene within a community’s affairs?” However, as Hirsi Ali noted, in order to really succeed, “we need the same resources as the Muslim Brotherhood and the Wahabis,” and exhorted, “This is not just the job of Muslims. Why does Western aid to Islamic countries have to be value-neutral?”


US Ambassador to Israel James Cunningham: Dilemmas in US policy in the Middle East regarding stability versus democracy.

“I EXTEND A HEARTY WELCOME TO ISRAEL FOR JOINING THE CLUB OF OFFSHORE DRILLING. THIS MARKS ALMOST A SECOND ISRAELI DECLARATION OF INDEPENDENCE – ENERGY INDEPENDENCE.”

Gov. Haley Barbour, Mississippi
A common refrain, as voiced by Danny Rothschild, was that the “current freeze” in the peace process between Israel and the Palestinian Authority does not work in Israel’s favor. Prof. Alex Mintz, dean, Lauder School of Government, Diplomacy and Strategy, IDC Herzliya, called for Israel “to come forward with an initiative that would oust Syria from its place in the axis of evil, neutralize Turkey and bridge the gaps with the Palestinians.” MK Tzipi Livni, chairperson of Kadima Party, head of the Opposition and former minister of Foreign Affairs, based her call to take major decisive actions on her own vision. “Two states is neither a whim nor a weakness but a decision that will safeguard the State of Israel and its values.” Lt. Gen. (res.) Amnon Lipkin-Shahak, chairman of the Board of Directors of TAHAL Group and former IDF chief of General Staff, observed that “with Israel’s deepening isolation, we need more than public diplomacy. Israel needs to come up with an initiative.” At the same time, he noted that “in the face of these profound changes, we cannot indulge in undue optimism or naivete.” Maj. Gen. Amos Yadlin, former IDF director of Military Intelligence, also cautioned against cavalier complacency. “Our peaceful borders with Syria, Egypt and Jordan and drastic reductions in terror are the results of our hard-won military victories and their deterrent effect,” he said. “The Palestinian Authority and Hamas may have taken a measure of responsibility for their territory and populations but they have by no measure accepted the existence of Israel.”

To Prof. Shlomo Avineri, Department of Political Science, Hebrew University of Jerusalem and former director general of the Ministry of Foreign Affairs, there is little chance of progress with the Palestinian peace process in the foreseeable future, adding that prospects were no better during Ehud Olmert’s administration, contrary to recent press exposés. Chances are very high, however, that the Muslim Brotherhood will manipulate the situation to its advantage in Lebanon. Avineri reproached those who have chided Israel for its reserved response to the pro-democracy demonstrations in Egypt. “Israel’s support for that status quo was not for an autocratic dictator but for the moral commitment he represented: the peace which Mubarak maintained for thirty years – thirty years without bloodshed on either side.” Avineri expressed the worry that “we see it unraveling. Israel’s skepticism is based on justified doubts.” Nevertheless, there is something Israel can do which could be a game changer, according to Avineri. “The Arab League’s offer was a dramatic breakthrough. It was a legitimate Arab consensus that could open the stalemate. It is up to us, Israel and the Palestinians, to create the political will to move forward.”
THE DYNAMICS OF ECONOMIC RENEWAL

Compared to the many storm clouds sighted on the regional horizon, global economic forecasts at the Conference provided a measure of optimism. In a keynote address, Prof. Lawrence Summers, Kennedy School of Government, Harvard University, former assistant to the US president for Economic Policy and director of the National Economic Council, former US secretary of the Treasury and former president of Harvard University, asserted that the dynamics of renewal are well underway in the United States. Part of the process rests on America’s capacity to adapt to the transition from an industrial to a knowledge-based economy. “Jobs will move from General Motors to e-Bay,” he said. As for the issue of American debt, “I would rather live in a country that capital was trying to get into than the other way around.” Summers can move slowly, but they have tremendous resilience. “The resilience of American society is the reason that the prophecies of American decline have proven and will continue to prove wrong.”

Prof. Stanley Fischer, governor of the Bank of Israel, provided an reassuring message as well, overall, yet noted that “any country that came out of the global financial crisis relatively well, as Israel did, may be experiencing exchange problems.” Although the economy is strong, he urged prudence “in order to handle inevitable turbulence,” such as potential increases in defense expenditures “from a position of resilience and not weakness.”

Realizing an economy’s full potential rests on engaging its human capital. Sessions on women’s empowerment and on employment within the Israeli Arab sector discussed current realities, advances and challenges. Prof. Galia Golan, Lauder School of Government, Diplomacy and Strategy, IDC Herzliya, framed the question as whether full equality for the fifty percent of the population composed of women means adapting to male norms, or whether women bring inherently different qualities to work and to positions of leadership. Mohammad Darawshe, co-executive director, The Abraham Fund Initiatives, noted that women’s employment issues form one of the major concerns in the Arab sector as well.

addressed questions regarding American prominence on the world stage and recalled that President John F. Kennedy died believing that the Soviet Union’s economy would surpass that of the United States. “There is no reason that progress of developing countries should threaten the prosperity in developed countries,” he maintained, “and there is every reason to see China’s emergence as a major force as an opportunity rather than a burden.”

One aspect that binds America to Israel, according to Summers, is that “we’re both fractious democracies. They are not always nice to watch, they
In presenting the Herzliya Indices, Prof. Gabriel Ben-Dor of Haifa University pointed to an overall optimism, though somewhat lower than during the past decade. The public is in favor of there being a peace process, despite the lack of belief that it can succeed at present. General level of resilience is the same, but our Achilles heel is lack of confidence in our institutions. Prof. Rafi Melnick, provost of IDC Herzliya, presented his annual Melnick State of the Economy Index and showed a continued expansion in economic activity. The index of revenues in commerce and services continues to grow, reflecting a high level of domestic demand, particularly of private consumption.

“JOHN F. KENNEDY DIED BELIEVING THAT THE SOVIET UNION’S ECONOMY WOULD SURPASS THAT OF THE UNITED STATES. THE RESILIENCE OF AMERICAN SOCIETY AND ECONOMY IS THE REASON THAT THE PROPHECIES OF AMERICAN DECLINE HAVE PROVED AND WILL CONTINUE TO PROVE WRONG.”

Prof. Lawrence Summers, Harvard University, former assistant to the US president for economic policy and former Secretary of the Treasury

Amb. Nancy Brinker, Founder and CEO, Susan G. Komen for the Cure (on screen) addresses panel on women’s empowerment and leadership. At left: moderator Prof. Galia Golan, IDC.
ENERGY INDEPENDENCE

“I want to extend a hearty welcome to Israel for joining the club of offshore drilling,” the Hon. Haley Barbour, governor of Mississippi proclaimed. “This marks almost a second Israeli Declaration of Independence – energy independence. Gov. Barbour, visiting Israel as a guest of the Republican Jewish Coalition, noted that energy independence may have its risks, as the world saw with last year’s BP oil spill. Yet, he noted, "the spill was the result of not following procedures properly," and that the Gulf seems to have digested the disaster naturally, leaving little residual effect. "Energy dependence," he asserted, "poses a far greater risk."

In addressing the strategic implications of ongoing increases in the demand for oil, Yossie Hollander, chairman of the Israeli Institute for Economic Planning, stated that the world is headed toward "a mega oil shortage." Some of the most alarming ramifications concern developing economies in Africa, where shortages will spell severely reduced commerce, transportation, or even the ability to send aid and food.

Prof. Eugene Kandel, head, National Economic Council of the Prime Minister’s Office, outlined the Government of Israel’s program to reduce oil dependency, which has won the approval of all relevant government ministries, private industry and local bodies. “Israel has much to offer the world in terms of academic expertise and business know-how,” he said. “The new government policy will make Israel a catalyst in all related research, technology and implementation.”

R. James Woolsey, chairman of Woolsey Partners LLC and former director of the CIA, pointed to other ramifications of our addiction to fossil fuel, asking, “Who is teaching young boys to be suicide bombers? You and I, through our consumption of oil that fuels the Wahabi schools which propagate these philosophies worldwide.” To Woolsey, “theocratic dictatorships and al Qaeda do not differ when it comes to the substance of their doctrine, only on who should be in power.” Dr. Brenda Shaffer, energy expert, School of Political Sciences, University of Haifa, injected a note of optimism in projecting that "the 21st century will be the era of natural gas and alternate fuel." Agreeing with Eugene Kandel, she stated that "this will lead to great opportunities for Israel, competing as the bridge to renewable sources of energy; reassuring that "Technology is on our side."

“AHMADINEJAD IS VIEWED AS BAD LUCK BY HIS PEOPLE, AN IRANIAN STUXNET. SANCTIONS ARE ESSENTIAL IN THAT THEY KEEP THE FOCUS ON IRAN AND KEEP THEM IN THE PENALTY BOX.”

Meir Javedanfar
DELEGENIMATION – THE ROOT OF THE MATTER

“If we get to the root of the matter,” according to MK Lt. Gen. (res.) Moshe Ya’alon, vice prime minister and minister of Strategic Affairs, “Israels isolation is not about the occupation of 1967 but about our very existence. The conflict is not based on territorial claims,” he stated, pointing to the livid reactions fanned by al-Jazeera in response to leaks that the Palestinian Authority was considering making any concessions to Israel at all. “We live in a post modern and post national time and an age of ‘Now’-ism,” he said, and are paying the price. To Tommy Steiner, senior research fellow, Institute for Policy and Strategy, IDC Herzliya, “the increasingly common simplistic readings of the Middle East, in which Israel is the sole obstacle, are oblivious to reality.” Citing Tony Blair, when the former British prime minister spoke on this campus, he said that “delegitimation is not simply denial of the State of Israel; it is denial that Israel has a point.”

We have been a party to our own delegitimation and “have criminalized ourselves,” according to Dan Diker of the World Jewish Congress. “Adopting the language and narratives of our opponents – for example, agreeing that Israel’s legitimacy is linked to the concessions it is willing to make – infers that Israel lacks an intrinsic right in the first place.”

Danny Rothschild and MK Lt. Gen. (res.) Moshe Ya’alon, Vice Prime Minister and Minister of Strategic Affairs: Israel’s isolation is not about the occupation of 1967 but about our very existence.

“Israel is being used as a legal battlefield and testing ground for acts aimed at hindering a democracy’s capability to fight terrorism,” she said. “Lawfare’s tactic is to undermine the legal system itself and challenge the legitimate right of a country to defend itself,” which, according to Ron Prosor, ambassador of the State of Israel to the UK, “epitomizes the absurdity of what we have to deal with.” Dr. Noam Lemelstrich Latar, dean of the Sammy Ofer School of Communications, IDC Herzliya, reported on exponential growth in traffic to anti-Israel websites. MK Dr. Nachman Shai, Kadima, traced major factors that marked a turning point in delegitimation attacks against Israel: the technology which enables anyone to function as an actor, and the Durban conference’s use of NGOs, setting us on a slippery slope. The Mavi Marmara ship, posing as a humanitarian NGO effort, was outfitted with editing and production rooms, just waiting for the opportunity to upload and send their staged images of confrontations with the IDF, said Shai. Brig. Gen. Avi Benayahu, IDF spokesperson, however, delighted the audience when he revealed two secret weapons: 20 year-old IDF soldier Aliza Landes, a recent immigrant from the United States, who oversees internet and blogging activity, and Avichay Adnage, 21, whose television appearances in fluent Arabic have won him a following across the Arab world and wherever al-Jazeera broadcasts.

Brooke M. Goldstein, director of The Lawfare Project, US, contended that “lawfare” holds particular danger. Of all delegitimation’s distortions, Brooke M. Goldstein, director of The Lawfare Project, US, contended that “lawfare” holds particular danger.
ISRAEL AND THE JEWISH PEOPLE: SECURING THE FUTURE THROUGH PARTNERSHIP

“Attacks on Israel's legitimacy pose a distinct threat to Jewish communities around the world,” Danny Rothschild stated. “The Jewish people must have its own policy as well.” Numerous sessions discussed the connection between Israel’s security and that of the Jewish people and how best to ensure unity and cohesion, including a session chaired by Prof. Mikhail Chlenov, Secretary General of the Euro-Asian Jewish Congress, Russia.

Assimilation and the threats of delegitimization. The solution applauded by many was the “Israel Experience.” Jonathan Davis, vice president for External Relations and head of the Raphael Recanati International School (RRIS), IDC Herzliya, presented organizations that partner in bringing young Jews to Israel – high school programs, Birthright-Taglit or full-year programs – noting with pride that the RRIS success story has made IDC Herzliya “the largest academic absorption center and international campus” in the country.

To understand the impact of the Israel Experience, Natan Sharansky, chairman of the Executive of the Jewish Agency for Israel, described a recent metamorphosis in the relationship between Jewish communities in the Diaspora and in Israel. “For years, our relationship to one another could be called paternalistic,” he said, yet in recent years, “we have recognized a mutual need. Through Diaspora Jewry, young Israelis discover what it means to be a Jew by choice and of communities being responsible for one another.” And in the Diaspora, “even the most liberal and assimilated Jews” understand that a trip to Israel is the single most effective means of building Jewish identity. “What takes place for these young Jews during this experience? The sense of coming face to face with history and the discovery of being part of an exciting society created by and for Jews, a story that is bigger than they are.”

Jonathan Davis (far right), V.P. for External Relations and Head of the Raphael Recanati International School, IDC, moderates discussion on leveraging Israel Experience programs with panelists (l to r): Amira Aharonovitz, Head of Strategic Division, Jewish Agency for Israel, Ayel Shilo-Tamir, CEO, Masa Israel, Eyal Dagan, Head of Diaspora Affairs, Ministry of Public Diplomacy and Diaspora Affairs, Gideon Shavit, Chairman, Lapid Coalition, Michal Frank, Head of Department for Policy Implementation, Prime Minister’s Office.

Multiple Jewish identities (l to r): Rabbi Dr. Benjamin (Benny) Lau, director of Jerusalem’s Center for Judaism and Society, Beit Morasha; Rabbi of the Ramban Synagogue, Jerusalem; Dr. Ruth Calderon, Founder and Executive Director, Alma – Home for Hebrew Culture; Prof. Jonathan Webber, UNESCO Chair in Jewish and Interfaith Studies, University of Birmingham, UK; Prof. Mikhail Chlenov, Secretary General, Euro-Asian Jewish Congress, Russia with moderator Nadav Peri, Channel 10.

“What takes place for these young Jews during this experience? The sense of coming face to face with history and the discovery of being part of an exciting society created by and for Jews, a story that is bigger than they are.”

Natan Sharansky, chairman of the Executive of the Jewish Agency for Israel

on multiple Jewish identities. According to Dr. Ruth Calderon, founder and executive director of Alma – Home for Hebrew Culture, the key to national resilience lies in Jewish identity available within the cultural riches of the Jewish bookcase, noting “the privilege that Zionism granted us of a total Jewish lifestyle in the public sphere.” Rabbi Dr. Benjamin (Benny) Lau, director of Jerusalem’s Center for Judaism and Society, Beit Morasha and rabbi of the Ramban Synagogue in Jerusalem agreed, saying, “Just as we share a common destiny, we share a common book,” adding, “The Zionist revolution restored our language, our geography and history – it is a revolution without precedent. One may be postmodern, but one still needs a home.”

Yet, as Prof. Jonathan Webber, UNESCO chair in Jewish and Interfaith Studies, University of Birmingham, UK, noted, Jews through the millennia have had to negotiate their inherent otherness. Speakers, including Sir Ronald Cohen, chairman of the Portland Trust, expressed “the grave concern” about prospects for the future, “between the challenges of
In the Conference’s closing session, Prof. Uriel Reichman, president, IDC Herzliya, spoke from a personal perspective and shared the stories of three IDC students whose lives were cut short tragically by murder – one, moonlighting as a security guard who was caught in organized crime crossfire, one in a terror attack in the Sinai and one, the victim of a hate crime shooting at a club for homosexual teens in Tel Aviv. Israel will never triumph over the many struggles it faces on all fronts if it is beset by internal violence, envy and corruption, according to Reichman. Without educating for Zionist values, we see alarming trends of self-hatred. “The strength of Israeli society lies in the silent Zionist majority, who labor, create, pay taxes and fulfill their military and national service, who help those who cannot help themselves and who raise their children to love this land,” Reichman stated. “We must reinstate the values we proclaimed in our Declaration of Independence. We must restore Israel to a true national independence and liberty.”

- Jennifer Roskies

Dr. Alexander Mashkevich, Herzl Award laureate, in recognition of his lifelong work to protect Jewish life and make it better.

THE CONCLUDING ADDRESS - THE ROUTE TO NATIONAL LIBERTY

In the Conference’s closing session, Prof. Uriel Reichman, president, IDC Herzliya, spoke from a personal perspective and shared the stories of three IDC students whose lives were cut short tragically by murder – one, moonlighting as a security guard who was caught in organized crime crossfire, one in a terror attack in the Sinai and one, the victim of a hate crime shooting at a club for homosexual teens in Tel Aviv. Israel will never triumph over the many struggles it faces on all fronts if it is beset by internal violence, envy and corruption, according to Reichman. Without educating for Zionist values, we see alarming trends of self-hatred. “The strength of Israeli society lies in the silent Zionist majority, who labor, create, pay taxes and fulfill their military and national service, who help those who cannot help themselves and who raise their children to love this land,” Reichman stated. “We must reinstate the values we proclaimed in our Declaration of Independence. We must restore Israel to a true national independence and liberty.”

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“ONE ASPECT OF THE UNITED STATES THAT BINDS US TO ISRAEL IS THAT WE’RE BOTH FRACTIOUS DEMOCRACIES. THAT’S NOT ALWAYS NICE TO WATCH AND IT CAN MOVE SLOWLY, BUT WE HAVE RESILIENCE.”

Prof. Lawrence Summers, Harvard University, former assistant to the US president for economic policy and former Secretary of the Treasury
RRIS Honor Students – Rising Above the Challenge
“As provost of IDC Herzliya and as a former immigrant from Chile, it always gives me great pleasure to witness the great academic achievements of our students in the Rapahel Recanati International School who meet the criteria for the Dean’s List.”

Prof. Rafi Melnick, IDC Provost
“I remember being at the World Jewish Congress in Jerusalem and thinking to myself, ‘here I am, I just came to Israel and I’m already meeting the prime minister. IDC just rocks!’”  
Marina Hrapotkin, Raphael Recanati Dean’s List student

Then there are those who, even beyond the challenges listed above, have decided to reach for yet another level of excellence – academic excellence. These students take on the challenge of proving their abilities inside the classroom and earning a place on the Dean’s list. According to Wendy Keter, director of the RRIS: “While there are very specific criterion for getting accepted to the IDC Dean’s list – grade averages, top percentile of their classes and so forth - perhaps the students themselves define the criteria when they speak of their love of learning, their class attendance and participation and their strong self-discipline. In addition, their ability to multitask is also evident as many of these Dean’s list students participate in campus activities and/or hold jobs - responsibilities that help them stay prioritized and focused. Needless to say, we are tremendously proud of these students and believe that they take the vision of IDC to the highest possible degree.”

We thought you would like to meet three such excellent students – Brandon Weinstock, Marina Hrapotkin and Lior Gersenman – all Dean’s list students at the RRIS.

Brandon Weinstock, originally from Los Angeles, California, is currently in his third and last year at the RRIS, studying government. A member of the prestigious Argov Fellows Program for exceptional students, Weinstock was also one of 3 students who represented IDC and won the recent Jean-Picet International Humanitarian Law Competition. All this, and Weinstock still manages to maintain a high enough GPA to earn a place on the RRIS Dean’s List – a fact made even more impressive in that Weinstock, age 34, made the life-changing decision three years ago to change careers, make Aliyah to Israel and go back to school after a 14 year break.

“I never went to college after high school, but built myself a lucrative career in commercial real estate,” Weinstock said in a recent conversation. “Then, at age 31, I realized that I wasn’t happy, my work wasn’t rewarding, and I wanted to move to Israel and start fresh with something I truly love.”

Always fascinated by politics and international relations, when Weinstock heard about the RRIS and the impressive lineup of lecturers at the Lauder School of Government, Diplomacy and Strategy, he thought “what an adventure!” Applying just one week before the deadline, he was accepted to the program and has never looked back. When asked how it felt to be a student again after so many years, Weinstock summed it up in one word: terrifying. “I was never a good student when I was younger, and now I had to take notes again and relearn to study for exams and to write papers. I received a lot of advice from my younger brother, who is really smart and has been a career student, but in the end I had to find my own way.”

His way seems to be working, as Weinstock has made it to the Dean’s list for both his first and second years of study. What is his secret? According to Weinstock, it involves “showing up to class and participating once I was there. The fact that I went to almost all my classes and took good notes meant that I didn’t have to study as hard come exam time, as the material was already familiar to me. The first year I studied with others, but then I found that when I studied for exams by myself and did review sessions afterwards with friends, I was more successful.

Brimming with confidence after his first and second years at school, Weinstock applied for the team that would represent IDC in the Jean-Picet International Humanitarian Law Competition, a week-long event for students held annually, this year in Najac, France. In a stunning victory, Weinstock and his two team-mates, Yael Bar-Hillel and Katja Knochelmann, were the second IDC team in as many years to win the prestigious competition, making IDC the first school to win two consecutive years during the 23 years the competition has been in existence.

“It was very intense,” says Weinstock. “Our team met almost weekly with our coach for 8 months to prepare for the national and then international competition. I’m very proud that we brought honor to the State of Israel and to IDC, and the week we spent in France was absolutely amazing. There were 48 teams competing from all over the world, and we made friends with teams from Iran, Jordan, Peru, Argentina, Austria, Switzerland, Sierra Leone, the Ivory Coast, the US, Russia, Canada, Georgia - all over the world. All the teams dined together, but we sat with the Iranians more than with anyone else - I think they were fascinated by us and I was fascinated by them. While Los Angeles, where I’m from, has a large Persian community, these guys really had never been outside of Iran and had never met Israelis.”
“It’s about doing the work required, if it’s important to you. If you do what you have to do when you have to do it, there’s no reason you shouldn’t make it.” — Lior Gershenman, Raphael Recanati Dean’s List student

Following graduation, Weinstock plans to stay in Israel and pursue more education. He’s already been accepted at IDC for the master’s degree program in government. When I ask how he manages everything on his plate, he doesn’t hesitate before answering: “I take it one day at a time.”

Hrapotkin also extols the virtues of group learning, insisting that “before exams it’s very important to have a study group and to go over the material together. So many things are revealed during the study group, and if you don’t understand something, someone else does and that’s helped me a lot.”

The RRIS has been everything Hrapotkin hoped it would be and more. “I remember being at the World Jewish Congress in Jerusalem and thinking to myself, ‘here I am, I just came to Israel and I’m already meeting the prime minister. IDC just rocks!’”

“I actually started university in New York, returning to Israel before I finished,” says Gershenman. “IDC suggested to me that I would continue my studies in English – it was the first year of the Psychology program – and it sounded great to me, especially if I would later want to do my master’s degree abroad.”

Despite a demanding job as an English teacher for Wall Street, the international institute for English as a second language, Gershenman has managed to excel academically and make the Dean’s list for both her first and second year of studies. Her advice for other students wishing to excel is straightforward: “First of all, I think that it’s very important to attend classes – to not just cram for the exam but learn the material throughout time, and I got married in the middle of my studies, so it’s about doing the work required, if it’s important to you. If you do what you have to do when you have to do it, there’s no reason you shouldn’t make it.”

As she comes to the end of her third and final year at RRIS, Gershenman is looking to the future and hoping the great times don’t need to end. She is planning to go for her master’s in Clinical Psychology, and hopes it will be at IDC. “The Psychology Program here is simply great,” says Gershenman, “and if they open a master’s program there’s no place I’d rather study.”

- Joy Pincus
IDC Student Union in Service to Israel

Yair Itzhak Belachovsky, chairman of the IDC Student Union.
I think the Raphael Recanati International School is one of the biggest Zionist programs in Israel today," says Yair Itzhar Belachovsky, chairman of the IDC Student Union. We’ve met in his office at the Student Union building on campus, where the immense number of issues to be dealt with has created a whirlwind of activity around us.

Serious and intense, with wavy black hair and piercing blue eyes, Belachovsky is leadership personified, and as our interview begins I’m reminded of the words he wrote following last year’s Student Union trip to Poland: “We take Israel for granted, but for our forefathers back then it was a distant dream. This dream became reality and it our responsibility to take care of it - to take responsibility of the present, to believe in and take care of the future, to change what needs to be changed, and to love and appreciate what we have.”

These few sentences aptly sum up the Student Union’s goals this year, which all aim to take more responsibility for the school, its students, and the country itself.

Led by Belachovsky, the union first tackled the issue of advancing integration between Israeli and international students. Using every means at their disposal, Belachovsky and Vice Chairman Omri Ariav have since helped create a strong sense of unity on campus and strengthened the ties between the native Israelis and their fellow RRIS students.

“There are more than 1,000 students today in the international school,” says Belachovsky, “They are a part of us and one our aims as Israeli students should be that when these students finish their degrees, they will decide to stay in Israel and become part of Israeli society. In order to achieve this, we want to help them to integrate as much as possible with Israel, and to feel that they are welcome and have found a new home. And in doing this, we are helping them to help us – because these people have a lot to contribute to Israeli society, from their own lives and cultures.”

One of the first projects Belachovsky established was to produce “Living in Israel: The Beginner’s Guide,” at the start of the school year. Created by Tina Silber, the welfare coordinator on the union’s RRIS committee, the user-friendly brochure provides a wealth of vital information for any new resident – everything from finding housing and setting up one’s phone and Internet, to opening a bank account, learning Hebrew and ordering take-in food.

Beyond this, says Belachovsky, “Almost 90% of our emails are in English and Hebrew. We invested money to translate our full website into English, and this is also the first year we have offered microfinance tutorials in English.”

The results have been tangible – following the Carmel fires in late 2010, student volunteers travelled to Kibbutz Bet Oren to help rebuild and clear away damage. “I was proud to see that 50% of the busload from IDC was students from the RRIS,” says Belachovsky. “It was wonderful not only to be helping the Kibbutz, but to see international and Israeli students working side by side to do so.”

Making the Case for Israel

Another goal the Union set this year was to help advance Israel’s positive image in the world. On this front, the Union held its first “Israel Week”
on IDC’s campus to promote the positive aspects of Israel that often don’t make it into the news. Their goals were to help strengthen core national values within students; improve Israel’s worldwide image; provide a response to the international Israel Apartheid Week; and strengthen the connection between young Jews in the Diaspora and the State of Israel.

“This is the seventh year of the International Israeli Apartheid Week,” explains Belachovsky, “and so far no one has fought back in an appropriate manner. So we will give our responses – as students at IDC.” A situation room was established in Radzyner Square, which enabled students to join in the fight against anti-Israeli propaganda, using Facebook, Twitter, YouTube and other social networks. This emulated last summer’s effort by students to respond to world opinion in the wake of the Mavi Marmara flotilla incident, following which IDC students successfully brought two clips of the IDF Spokesman’s response on the issue to number one on YouTube.

Other events this spring included a special coffee shop meeting for English speaking students with IDC Founder and President, Prof. Uriel Reichman; a special movie series at Cinamateque Herzliya, only for IDC students; delivering Purim Mishloach Manot to hospitals in the area; and “Good Deeds Day,” in which students helped to paint and refurbish the homes of disadvantaged residents in Herzliya.

And of course, there will be the annual student trip to Eilat, where “what happens in Eilat, stays in Eilat,” according to Belachovsky.

A third-year student of law and business, Belachovsky joined the Student Union during his first year of studies as a student representative. He was chosen in his second year to be the law and business coordinator, and served simultaneously as the career development center coordinator.

Today, as Union chairman, Belachovsky is grateful for the opportunity to effect change on his surroundings, and to serve IDC and its students. “I think that being a part of something inspires the wish to act on its behalf;” says Belachovsky. “I am very pleased to be able to give this service to the institute and its students – and while it’s a 24/7 full time job, with students sometimes calling me with urgent issues at 3am, what I get back from the job and the feelings of satisfaction it offers, are priceless.”

Belachovsky has sought leadership roles his entire life, formerly working as a Bnai Akiva counselor and head of the Student Union in his high school. He then went on to serve in the IDF as a deputy company commander in the Nahal Brigade. Today he continues to serve in “Palsar Nahal,” a Special Forces unit of Nahal.

In looking towards the future, Belachovsky’s plans are as yet uncertain, but he knows without doubt that he wants “to donate my life to the country in some way. These are critical times, in which we are losing our Israeli values and identity. There’s no way one can see what is going on here, in terms of corruption, lack of leadership and lack of people who take responsibility for the country’s future, and choose to do nothing.”

As our meeting draws to an end, Belachovsky gathers some papers off of his desk and dashes off to the law school, where he will represent the students’ interests in a meeting with administration. As I watch him stride across campus, I can only wish for more like him – young Israeli leaders who have made the choice to act on principle to better the lives of their fellow citizens, and to uphold the values of their country.

- Joy Pincus
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IDC EXECUTIVE EDUCATION COURSE TAKES TO THE MOUNTAINS
Imagine you are mountain bike riding on the beautiful slopes of the Golan and the path begins to climb. You’ve been riding for 4 hours and you feel your stamina beginning to wane, but there are twenty other riders depending on you to keep up the pace. You reach down inside and somehow find the strength to go on and reach your destination. This is not simply another weekend outing for senior executives – you’ve found yourself inside the IDC Executive Education Unit’s groundbreaking new one-of-a-kind course: “Leadership at Large – Managing Challenges through Mountain Biking.”

Initiated and led by avid mountain biking enthusiast, Prof. Shimon Schocken, the founding dean of the Efi Arazi School of Computer Science at IDC, the course opened its first year with thirty participants, each a top executive in his or her field and comprising a cross section of industries and professions. The program is co-run by Schocken and Ofer Levi, a management consulting expert. Mountain biking has risen to recent popularity in Israel, with some 250,000 riders across the country – many of them leaders from the business and public sectors. According to Schocken, this is no accident.

“Besides the requisite financial investment, mountain biking is an activity that demands the ability to face significant challenges, as well as the arts of planning and decision-making – all qualities that any leader should have,” says Schocken.

The group meets once a month for a 40 kilometer ride through some of Israel’s most remote and desolate locations, from the Judea Desert to Mount Hermon. In keeping with IDC’s interdisciplinary nature, Schocken often reads poems during the day’s ride, a practice he calls “poetry in motion.” At the end of the ride, the group is met by a guest lecturer, and participants discuss the day’s experiences, with Schocken and Levi using anecdotes from the ride to convey crucial lessons on leadership.

“I view these rides as a leadership laboratory,” says Schocken, “and the outdoors give me ample opportunities to discuss the values that I think are highly relevant to management and leadership in general. For example, I am not a great believer in the notion of ‘Being first’. Rather, I believe in
'Let every person excel in his or her strength'. In mountain biking, some riders are good in riding uphill, which requires great stamina; others are better at downhill, which requires courage and balance. Some do best at the beginning and break down near the end; others take time to warm up but show tremendous endurance toward the ride's end. One rider might be good at navigation and another at solving mechanical problems. So we learn through mountain biking the importance of inspiring people to develop and master their inner strengths.

The course also gives participants an opportunity to experience and practice their ability to handle pressure, uncertainty, and risk. "When you lead a mountain biking group," explains Schocken, "you get into all sorts of unexpected circumstances. You can get lost, run out of time or have mechanical problems – not to mention the group dynamics that are present the entire time. There are all sorts of leadership challenges and each person deals with them in a different way - some get into a silent panic, some go with the flow, others take command. Then there are the numerous little decisions that you have to make. For instance, when coming to a fork, do we follow the marked path, or explore and take the 'road less traveled?'"

Guest lecturers are business leaders and experts from academia who speak on diverse subjects such as positive psychology and handling stress. A recent speaker was a serial entrepreneur who lost a multi-billion dollar company only to pick himself up and establish a new successful startup. "I invited him to speak about ups and downs, and how he handled such a defeat and is still functioning so well. This is an extreme case of stamina and resolve –vital qualities for effective leadership," says Schocken.

"We see these ups and downs all the time in microcosm, during our rides," continues Schocken. "There are times where you feel a tremendous sense of triumph that you managed to accomplish something you didn't think you could do, and other times when you are disappointed at not reaching your objective. If you are a beginner, you are on the edge all the time and every little problem is irritating. You might be riding uphill with tremendous momentum, everything going perfectly well, and then suddenly the rider before you stumbles on a rock crossing and stops you in your tracks. If you are inexperienced, you get mad and frustrated. But after a while, you learn to control yourself and enter a state of mind that I call 'flow', in which you elevate to a different psychological level. In that state it doesn't matter what happens, you take things as they come and see them far more philosophically, as if from a distance."

During the rides, each such occurrence serves to provide Schocken with fodder for the after-ride discussion, in which the group debriefs the day's activities and discovers what lessons they can take home from their experience. Another core value opened during the course is the interesting interplay of planning and improvising. Opposed by principle to using a GPS or adhering to a strict plan, Schocken teaches the group to commit to memory the map of each ride's terrain, in advance of the ride. This allows him the freedom to improvise when leading the ride, and is in and of itself a strong metaphor for doing business:

"In business, you cannot strictly plan your course of action. You must collect all the intelligence you can find about competitors, partners and the market, and then decide in real time what your course of action is – according to the changing circumstances. Too many companies commit to a single course of action and end up in pretty bad shape. I strongly believe that 'Plans are nothing – planning is everything'. I use such metaphors to entice a discussion from the group, and people relate to it quite well – it's a matter of connecting the dots."

Prof. Shimon Schocken, the founding dean of the Efi Arazi School of Computer Science at IDC and initiator of the course, "Leadership at Large – Managing Challenges through Mountain Biking."

Students of the Executive Education Unit's groundbreaking new one-of-a-kind course: "Leadership at Large – Managing Challenges through Mountain Biking."

The course also gives participants an opportunity to experience and practice their ability to handle pressure, uncertainty, and risk.
“Besides the requisite financial investment, mountain biking is an activity that demands the ability to face significant challenges, as well as the arts of planning and decision-making – all qualities that any leader should have.”

Prof. Shimon Schocken, the founding dean of the Efi Arazi School of Computer Science at IDC

According to the course’s participants, the enhancements provided by the course – both personally and professionally – are numerous. One rider, Arnon Gat, a serial entrepreneur with a Ph.D. in electrical engineering from Stanford, calls the course “a rare combination of physical challenge, magnificent scenery, poetry at the right places and a wonderful group of executives and managers that seem to enjoy many common interests. In addition, the availability of intellectual discussions, formal and informal, provides the food that quenches the thirst for learning and growth.”

To say that Prof. Gidi Paret, director of the Department of Pediatric Intensive Care at Sheba Hospital, is accustomed to challenge would be an understatement. Every day he and his staff struggle to perform the miracles that save children’s lives. According to Prof. Paret, “the course has taught me a great deal, and even more importantly, given me renewed strength to deal with the situations I meet daily at work. After working for 25 years in critical care, the challenges we meet during a ride all resonate: the need to have vision, to identify potential problems, to make decisions and to have endurance. There is also the need to lead, and to communicate and work well with others all of this comes into play during our rides. I was not an experienced rider when I began the course, so it was an even greater challenge for me, but the feeling of overcoming each obstacle has been priceless. Now, after a day of bike riding, I return to my department full of energy and with greater expectations, knowing that I can meet and overcome whatever challenges may arise.”

As the sun sets and the day’s ride ends, the participants head towards home, feeling that they have given their all – physically, mentally and emotionally – and gotten back so much in return. Since the challenges in leadership and life never end, they will be back next month to face new obstacles, new terrain, and new lessons to be learned.

Prof. Shimon Schocken is an officer, gentleman, social activist, brilliant academic and an amazing mountain biking leader. One of his best lines is to tell us that he will not always take us to places where we can ride the bikes; and sometimes we’ll have to carry them over treacherous terrain – and such is life.”

Jonathan Davis, IDC VP of External Relations, head of RRIS and student of the Executive Bike Riding Program.
The Avshalom Palm Tree on IDC Campus: A Hero’s Story
The Avshalom Palm Tree on IDC’s Campus: A Hero’s Story

Three seeds exist from the date palm that grew from the spilled seeds from the pocket of the late Avshalom Feinberg, a Jewish hero and Nili founder. Today, the “grandchild” offshoot of that original tree is growing strong and tall on IDC’s campus.

In January of 1917, Avshalom Feinberg set out from Palestine for an illicit meeting with the British forces in Egypt. Feinberg, a co-founder of Nili, a Jewish movement established to help free the land of Israel from its Ottoman rulers, was planning to meet with British intelligence officers regarding a collaborative effort to gather intelligence. Joined by fellow Nili member Yosef Lishansky and disguised as Bedouins, the two set out on camels, intending to cross the Sinai Desert and reach the British lines.

On January 20, Feinberg and Lishansky were ambushed by Bedouins in the Sinai Desert. While Lishansky managed to escape, Feinberg was murdered and his body buried in the sand. For fifty years, the truth of his demise remained shrouded in mystery. Then, in 1967, Shlomo Ben-Elkanah, a police investigator who was determined to unlock the truth of Feinberg’s death, began tracing Feinberg’s fateful journey.

After a year of research and thorough investigation, Ben-Elkanah traveled to the Sinai desert, where he was taken by Bedouins to a site where a lone date palm tree grew in the sand. Called the “Grave of the Jew” the site was considered sacred by the Bedouins, who had kept its secrets within their fold. Digging into the sand beneath the tree, Ben-Elkanah and his helpers found the remains of a body, which had become interwoven with the roots of the tree. After a forensic investigation, the pathologist concluded that the body was indeed that of Feinberg. The tree that had watched over him for 50 years had sprouted forth from the dates he was carrying in his pocket at the time of his death. Feinberg’s remains were gathered and given a proper burial in Mt. Herzl, Israel’s national cemetery for heroes.

For several years, Ben-Elkanah ensured that the Avshalom Palm would be maintained, but after Israel’s treaty with Egypt and the return of Sinai, the tree was abandoned and eventually razed to make way for new construction. Many years later, it was discovered that Jewish settlers in Sinai, upon their evacuation, had taken with them a branch of the Avshalom Palm and replanted it in their new home in Carmiel.

In January 2011, a cutting from the tree in Carmiel, the offshoot of the Avshalom Palm, was planted on the IDC campus and a moving ceremony was held. Prof. Uriel Reichman was present, along with Nava Ben-Elkanah, Shlomo’s daughter, and some members of the Feinberg family. Now a living part of the campus, this “granddaughter” of the Avshalom Palm symbolizes the Jewish People’s everlasting bond with their history and commitment to their heroes.

As part of his research, Shlomo Ben-Elkanah traveled to the Sinai desert, where he was taken by Bedouins to a site where a lone date palm tree grew in the sand. Called the “Grave of the Jew” the site was considered sacred by the Bedouins.
As a man dedicated to helping Israel to keep its promise to its soldiers that it will endeavor always to bring them back home, Shlomo Ben-Elkanah made it his mission to find the body of Avshalom Feinberg, even 50 years after his death; and then to have the body dug up from its unmarked grave in Sinai and buried in Mt. Herzl, Israel’s national cemetery for heroes.

Navigating through the pages of his work, Nava Ben-Elkanah hands me a cup of hot tea as I sink down into the sofa in her living room. Sitting across from me, this already vibrant woman truly comes alive as she begins to share with me the story of her father, a remarkable man who pursued and uncovered truths that had escaped everyone else. A staunch Zionist and devoted Israeli, Nava’s father, Major Shlomo Ben-Elkanah, was a police investigator who relentlessly researched the mysterious disappearance of Avshalom Feinberg and many others. Nava was her father’s right hand through much of his work, and today keeps the memory of his life and his work strong and alive.

Passionate about Israeli history and equally devoted to uncovering the truth, Ben-Elkanah was an artful investigator who was one of 12 police officers selected to research the crimes of Adolf Eichmann in preparation for his trial. The evidence he and his colleagues produced contributed to the conviction of the Nazi criminal. In his spare time, Ben-Elkanah devoted himself to investigating unsolved historical cases. “He believed that there are no mysteries,” Nava says to me, “only situations in which not enough time and effort were spent to discover all the facts about them.”

In 1966, Ben-Elkanah happened upon an interesting newspaper article on Avshalom Feinberg, a member of the Nili Jewish resistance movement, who had disappeared nearly 50 years before and never been found. Intrigued, Ben-Elkanah began reading up on Feinberg, who had reportedly been not only a born leader, but an educated man, a sensitive poet and a Zionist who believed with every ounce of his being in the future of the Jewish people in the land of Israel. Slowly, Ben-Elkanah was drawn into the mystery enshrouding Feinberg’s disappearance in Sinai, which included rumors that Lishansky, Feinberg’s Nili comrade, was responsible for his murder. Ben-Elkanah became determined to uncover the truth behind Feinberg’s death.
Fluent in Arabic and an expert in the traditions and customs of Arabs and Bedouins, Ben-Elkanah attempted to contact the Bedouin tribesmen in Sinai, then belonging to Egypt. Following the War of 1967, when Sinai fell into Israeli hands, he went down to the desert in person to meet with Bedouin tribal leaders. Breaking through their silence and allaying their fears of revenge took an arduous effort, as the Bedouin code allows that one may be punished for the deeds of one's ancestors. Refusing to give up, Ben-Elkanah was eventually rewarded to hear first-hand, from 80 year-old men who had actually witnessed the event, the story of a man who had been attacked and killed 50 years earlier by a group of Bedouins and Turks. The place where his body had been laid was now marked by a date palm tree, the only one like it in the entire area.

Ben-Elkanah brought some workers to dig beneath the tree and bring up the body's remains for identification. Disinterment was an excruciatingly delicate process, the workers charged with preserving any evidence they found intact. In his daily diary, Ben-Elkanah noted each time they found a bone, and in what position the body was located. Slowly a picture began to emerge, with all signs pointing to Feinberg: The assumed age was a match; the proportion of arms to legs coincided with a family genetic trait; a broken finger bone matched an accident he had suffered as a child, and a scar in one of the teeth was identical to the one Feinberg had carried after being hit by a piece of iron. The pathologist conclusively ruled: these were the remains of Avshalom Feinberg. Following the revelation, which became national news, the Nili movement finally received the official recognition it deserved. Its contributions to the future State of Israel and the remarkable heroism of its members were brought to public knowledge, and Lishansky was cleared of any blame in Feinberg's death.

Avshalom Feinberg, after lying for over 50 years in an anonymous desert grave, was laid to rest in Mount Herzl Cemetery, alongside fellow Israeli national heroes and fallen soldiers, in a ceremony that honored his contribution to the land he so loved, and for which he was willing to die. Ben-Elkanah went on to solve many other mysteries during the course of his lifetime, and to author two books and conduct several extensive researches. He became an officer in the Israeli army and completed his Ph.D., specializing in the history of the Middle East and the Arab-Israeli conflict.

In 1973, following the Yom Kippur War, Ben-Elkanah was enlisted, first by the Israeli Air Force and then by other units in the Israeli Defense Forces, to find their missing soldiers. With a team he recruited of crack field specialists, including geologists, researchers, navigators and field guides – all working in volunteer capacity – he was able to locate hundreds of missing soldiers and bring to their families some measure of comfort and closure.

“It was terrible,” says Nava, remembering back to this difficult period in which fallen soldiers had to be identified by whatever remains were left. She falls silent for a few moments, and in the silence I can feel that for Nava, as for Ben-Elkanah, no case was ever devoid of the human factor. Behind every missing person case was an individual, with hopes and dreams, a family and friends, and a future cut short by tragedy. Ben-Elkanah took these cases personally, and he passed down this sense of empathy to his daughter.

Ben-Elkanah died in 1993 at the age of 72, but his memory remains very much alive. The Locating Unit, which he initiated and established to search for missing-in-action soldiers in real time, was the first of its kind in the world, and it remains in existence until today, actively seeking missing soldiers from previous wars dating back to the 1948 War of Independence. Ben-Elkanah's memory lives on in the many people whom he inspired with his passion and dedication, and it lives on in the many lives he touched, by solving the mysteries of their loved ones and helping Israel to keep its promise to its soldiers that it will endeavor always to bring them back home.

As I take my leave of Nava, I feel a strong reverence for the men and women who have given their lives to ensure the continued existence of the State of Israel, and a deep respect for the man who valued them enough to seek the truth about their lives - and their deaths.

- Joy Pincus

“As the President of IDC I am more than proud that one of the offshoots of the original date palm tree that watched over Avshalom Feinberg and had its roots interwoven with his body, is now planted on IDC’s campus. This is part of our Zionist story.” Prof. Uriel Reichman, founder and president, IDC Herzliya

Nava Agmon, daughter of Shlomo Ben-Elkanah, speaking at the ceremony to inaugurate the new Avshalom Palm Tree offshoot on campus.
A n employee unfairly dismissed by his employer; a woman seeking child support from her estranged husband; a widow denied her social security benefits – these are just a few of the many cases that cross the desk of the Legal Aid and Social Involvement Clinic at IDC’s Radzyner School of Law.

“Every year we take on over 100 cases,” says Adv. Iris Ilotovich-Segal, program coordinator, “and what we try and remember – and emphasize to the students – is that behind each ‘case’ is an actual person who is depending upon us to win justice and a fair outcome to their hearing.”

Established nine years ago at IDC, the Legal Aid Clinic is the flagship clinical activity at the Radzyner School of Law. As with so many of IDC’s prestigious programs, it began as a student initiative, according to Dr. Eli Bukspan, the program’s founder and academic head:

“Three third-year students - Jack Ben-Sasson, Neta-Li Gotlieb and Michal Snunit - came to my office with the idea that IDC would create a legal aid clinic that would offer free legal advice and assistance to those in need, and asked if I was willing to lead the program and provide its academic umbrella. As a specialist in corporate and contract law theory, this was outside my normal domain, but I really liked the idea that our law students would develop social consciousness during their studies, and I was thrilled to come on board.”

The first hurdle they faced in building the clinic was meeting the expense – which included a salary for a full-time lawyer to supervise the participants. With only three months until the start of the new academic year, prospects for opening the clinic any time soon seemed slim. Nevertheless, Bukspan approached Prof. Moshe Bar Niv, then-dean of the law school, who in turn brought the idea before Prof. Uriel Reichman, the founder and president of IDC. The program was immediately approved.

“They gave the green light for our entire budgetary needs, and within three months we had selected our pilot year’s students, hired Iris as coordinator and basically had ourselves a full-fledged, year-long program,” Bukspan reminisces. “This is the kind of thing that can only happen at IDC.”
“It is hard for students to confront the harsh realities they meet through their clinic work. They discover that the law is not an ideal institution, and justice does not always happen the way we think it should.”

Dr. Eli Bukspan, the program’s founder and academic head

The program provides students with both academic training and hands-on experience. In tandem with meeting the clients they will represent, students attend regular sessions with Bukspan and Ilotovich-Segal to discuss not only theory and ethical issues, but also their feelings about working in real courts with real people who are experiencing real-life problems.

“It is hard for students to confront the harsh realities they meet through their clinic work,” says Bukspan. “They discover that the law is not an ideal institution, and justice does not always happen the way we think it should. They also deal day in and day out with people in serious difficulties, some of whom cannot solve their professional or emotional problems. So while discussing all of the legal aspects of our work, we also address what rises up in the students as a result, and help them to relegate their own emotions about it.”

While the work undertaken by the students is challenging, the rewards are great. Just recently, the Clinic won a Supreme Court case involving a woman whose house was appropriated by the bank to cover her ex-husband’s debts. For seven years, the Clinic’s students toiled on the case, working through a series of lower courts to win justice for the woman, who was financially destitute and fighting cancer throughout the process.

“It was an incredibly difficult battle, and the feeling upon hearing that this woman would now have her house put back into her name was second to none,” says Ilotovich-Segal. “Many of our students took part in this battle, and it’s a great example of how, beyond learning theory and how to practice law, they become exposed to the desperate situations so many people find themselves in. Each file we take care of has a person on the other end, someone with a life and a family, and our hope is that when these students graduate and become important lawyers and leaders in the future, they will always remember the less fortunate ones they met during this time.”

“...make this option available in Israel as well.”

Iris Ilotovich-Segal, program coordinator

The clinic, located in downtown Herzliya to provide easy access to their low-income clients, is staffed by some 20 third- and fourth-year students each year. Highly selective, over 100 students apply annually to participate in the program, and of those 20, only 4 are invited to return for a second year to continue their work as well as provide mentorship to Clinic’s new students.

Tamar Nebel, currently in her third year of law, was one of the 4 students invited to return this year as a mentor. According to Nebel, working at the Clinic has been an experience that she would highly recommend to any law student. “When you study in classes, you experience the books. But when you go to the Clinic you see the actual people and their cases and you meet a totally different world – the one that awaits us in our future as lawyers. And since the Clinic deals with people who unfortunately don’t have enough money to get legal help or advice, it’s also an opportunity to give to people who really need our help, which offers great satisfaction. In addition, I’ve learned so much – first in working side by side with Iris and Eli, and now as a mentor to new Clinic students, where every case I meet is new and introduces me to different aspects of the law in a variety of fields. It’s just been a wonderful experience.”

One current initiative at the Clinic, spearheaded by Bukspan and Ilotovich-Segal, is to win new legislation that will enable law students working in legal aid clinics to represent their clients in court. Currently, all legal advice and documents are prepared under Ilotovich-Segal’s name, and she must be present in court for each hearing. “In the US and throughout the world, students in legal aid programs are permitted to represent clients in court,” Ilotovich-Segal explains. “Eli and I have proposed a bill to make this option available in Israel as well.”

One of the striking features that set the Radzyner School’s law clinic apart from its Israeli counterparts is that it functions in full as a law office – clients approaching the clinic for help get the exact same treatment and level of service as they would at any professional law office. “We take care of all their needs, great and small,” says Ilotovich-Segal. “Whether it’s filling out forms, filing petitions or representing their interests in court, from Small Claims Court up to the Israeli Supreme Court, we are there to help them in their time of need. And through it all, the students are learning and becoming empowered, and preparing in the best way possible for their future careers.”

- Joy Pincus
On any given morning, Oren Fono opens the daily newspaper, only to find that the issues he is dealing with at work are at the heart of the public’s interest.

Fono, 33, is a 2003 honors graduate from IDC’s law and government track, and the current assistant to Adv. Yehuda Weinstein, Attorney General of Israel. Working alongside Israel’s number one prosecutor has given him a unique perspective on public service, and is the culmination of many years of hard work and dedication to excellence.

Born in Herzliya, Fono has always been fascinated by politics and diplomacy, and following his military service as a paratrooper it was a natural choice to enroll at IDC. During his undergraduate studies he was privileged to work as an assistant to Prof. Amnon Rubinstein, a former member of Knesset, minister of Education and president of IDC.

While many IDC graduates choose to join leading commercial and criminal law firms after graduation, Fono has always felt called to a life of public service. Winning a coveted internship in the Ministry of Justice, in the department that deals with petitions to the High Court of Justice, was the first step towards making his dreams come true. When, upon completion of his internship in 2005, he was selected for the even more prestigious position as a Supreme Court litigator, he felt elated beyond measure.

“There I was in the Supreme Court of Israel, the highest institute of the judicial system, arguing cases in court,” says Fono. Tall, dark and handsome, Fono radiates modesty and earnest idealism – a bright young man who is looking to use his intelligence for the good of humanity. He’s taken a long lunch break to drive out from Jerusalem to Herzliya for our meeting, and as the conversation unfolds it is clear that Fono never takes his position for granted, or allows himself to do anything in half measures.

“I was young and fresh, and suddenly I was dealing with issues that held national importance and were setting precedents for the future. One such case, which I received just four months after passing the bar and becoming an attorney, involved a man who wanted to build a sukkah with a view of the Temple Mount. The police had rejected his request, due to religious sensitivities, and so he was appealing the matter to the Supreme Court. I received his plea and had just four or five hours to research the situation and give the State’s answer. It was exciting and frenetic, meeting...
While many IDC graduates choose to join leading commercial and criminal law firms after graduation, Fono has always felt called to a life of public service: “I was young and fresh, and suddenly I was dealing with issues that held national importance and were setting precedents for the future.”

with all of the relevant parties and then trying to find a response that addressed both the security aspects of the situation and the religious freedom aspects,” says Fono. Ultimately, the man’s petition was denied.

After working for two years as a litigator, Fono was promoted to attorney general’s assistant in 2007, working first for then-Attorney General, Menni Mazuz, and since 2010 for current Attorney General, Yehuda Weinstein.

“MY JOB IS FASCINATING, BECAUSE I HAVE A BIRD’S EYE VIEW ON THE COUNTRY’S ENTIRE LEGAL SYSTEM,” says Fono. “I see what the attorney general decides the state’s argument will be for every case, and what legal advice he offers to the various branches of government when they turn to him for advice. Beyond that, I get to participate in meetings with ministers and, just as important, I get to offer my opinion in high-level meetings at the Ministry of Justice when a decision needs to be made. Sometimes my position is accepted and sometimes not, but I am always heard. It’s an extraordinary learning experience, and a chance to have an impact on our country from within the system.”

Another crucial aspect of Fono’s position is to sift through the Supreme Court appeals and to distinguish which are salient enough to warrant the attorney general’s attention. These he presents to his boss, along with his considered opinion as to how the State should respond:

“THIS GIVES ME THE OPPORTUNITY TO INFLUENCE THE ATTORNEY GENERAL’S DECISIONS ON IMPORTANT MATTERS THAT CAN HAVE A LARGE-SCALE EFFECT ON PEOPLE’S LIVES. I STRONGLY BELIEVE THAT THE LAW CAN INFLUENCE OUR LIVES – IT’S WHY I CHOSE TO BECOME A CIVIL SERVANT. IT MAY NOT BE THE PATH TO BECOMING A MILLIONAIRE, BUT IF ONE ACHIEVES A KEY POSITION, ONE CAN HAVE A POSITIVE INFLUENCE ON THE LIVES OF EACH CITIZEN.”

Closest to Fono’s heart are matters that pertain to human rights. “Equality for each citizen, whether they are Arab, Jew, male, female, homosexual or transsexual, and protecting freedom of speech and personal expression are very important to me. On the other hand, so is protecting Israel as a Jewish state and maintaining its level of security - so there is a balancing act in ensuring that both are sustained.”

Yet another balancing act Fono must perform daily is that of being husband and father to two small children, while fulfilling the demands of his work, and Fono admits that sometimes there is a price to pay at home. “Leaving the office at six is considered early, and if there is an urgent call for a response to a Supreme Court issue, I might be at work until midnight. But it’s something I choose to do, and I’m fortunate to have strong support at home that allows me to continue.”

The work itself is filled with excitement and suspense, with no two days looking the same and a plethora of new challenges in need urgent attention.

“I’m constantly interacting with other people, with each of us arguing to convince the others to support our positions. I sit in on meetings with high governmental officials – every day is an opportunity to learn something new and to possibly do something that will ultimately help others. There’s nothing in the world I’d rather be doing.”

Asked to name the most important things he gained at IDC, Fono is hard put to decide - was it the vast array of tools he received, or the broad interdisciplinary perspective on life, gained by studying courses in every field, at every school on campus? All of these were crucial, but when pressed, Fono names the most important gift he received was that of humanity:

“Working next to Prof. Amnon Rubinstein, I learned that one can be a Zionist, supporting Israel’s right to defend herself, and still be a stalwart defender of human rights. He also showed me that it is possible to be a successful and influential person, while remaining caring and decent. That was not only a lesson for my career, but a lesson for life – he is truly someone I would wish to emulate.”

As Fono shakes my hand and heads back towards Jerusalem, I know that I’ll sleep more soundly knowing that men and women of his caliber are exiting the halls of IDC and finding their way into the Israeli halls of justice.

- Joy Pincus
Academics in Action

NEWS FROM IDC’S ACADEMIC DEPARTMENTS

A sampling of the exciting and varied academic news of IDC Herzliya – much of which is global in nature, highlighting that IDC Herzliya is a truly international research university.

THE GROWING STATURE OF IDC AND ITS FACULTY

APPOINTMENTS & PROMOTIONS

The following faculty members were recently promoted to new academic ranks:
- Prof. Lior Barshack (Law) to Associate Professor
- Prof. Yoram Shachar (Law) to Full Professor
- Dr. Tami Tamir (Computer Science) received “seniority” status
- Dr. Alon Rosen (Computer Science) to Senior Lecturer with “seniority”

The following new faculty members were recently appointed and are joining our ranks this year:

**DR. ANAT SHOSHANI**
Dr. Anat Shoshani is an assistant professor at the School of Psychology. Dr. Shoshani received her PhD in Clinical Psychology from Tel Aviv University. Her clinical experience includes working in hospitals and public clinical centers and as a private practitioner. Her research interests lie primarily within the fields of political violence and positive psychology, with a particular emphasis on studying the effects of political violence and terrorism on children, and promoting children’s resilience and strengths in the face of adversity. She serves as academic director of the Maytiv Center for research and practice in Positive Psychology. The Maytiv Center was established in 2010 as part of the School of Psychology at IDC, and aims to promote evidence-based community programs to advance resilience and well-being on the individual, organization and community levels. Maytiv’s current projects include intervention programs based on the core principles of Positive Psychology in the IDF, hospitals, municipal welfare departments and various educational settings.

**DR. DMITRY (DIMA) ADAMSKY**
Dr. Dmitry (Dima) Adamsky has been a pre- and post-fellow at the National Security Studies Program at Harvard University and a visiting fellow at the Institute of War and Peace Studies at Columbia University, and at the Norwegian Institute for Defense Studies. He has published academic articles and contributed chapters to edited volumes on international security, strategic analysis and contemporary military history. His is the author of Operation Kavkaz (won the 2006 Tchechik prize for the academic work on Israeli security), and of The Culture of Military Innovation (Stanford University Press, 2010).

**PROF. ALEX CUKIERMAN**
Prior to joining the Interdisciplinary Center (IDC) Herzliya, Prof. Cukierman was a full professor at Tel-Aviv University and taught at various universities abroad (among them Princeton, NYU, Carnegie-Mellon, Stanford, and Bonn). His research and teaching areas include Macroeconomics, Monetary Theory and Policy and Political Economy. He has published 4 books and over 100 scientific articles. His best known book (published in 1992 by MIT Press), entitled Central Bank Strategy, Credibility and Independence: Theory and Evidence, offers a worldwide view of modern central banking. In 1998 he was a member of the Levin Committee on reforming the Bank of Israel Charter and in 1997 he was the president of the Israeli Economic Association.

**PROF. YOAV GELBER**

PROF. MORDECHAI SHECHTER
Prof. Mordechai Shechter (b. 1937) currently serves as the founding dean of the School of Sustainability at the Interdisciplinary Center Herzliya (IDC). He is professor emeritus of the Department of Economics and of the Department of Natural Resource & Environmental Management, both at the University of Haifa, Israel. He is the founder (1985) and former director (until 2010) of the Natural Resource & Environmental Research Center, a university research institute focusing especially on the economics of environmental and natural resources. He served as the university rector (provost), dean of Research, head of the Economics and of the Natural Resource and Environmental Management Departments, and chair of the Senior Faculty Association. In 2000-2005 he served as president of Tel-Hai Academic College in the Upper Galilee region in northern Israel. He also headed Israel’s National Parks and Nature Reserves Authority Council, and served as Board chairman of the City of Haifa’s Museums. He holds a Ph.D. in Agricultural Economics from Iowa State University (1968). Since then he has taught and published in the areas of environmental and natural resource economics and management and public sector economics.

PROF. YISHAI BEER
Prof. Yishai Beer, 54, is a professor of law and the dean of the Radzyner School of Law (IDC), specializing in taxation. He is also a major general, a Corps (3-5 IDF Army’s divisions) commander, in the Israel Defense Forces and former president of the Israeli Military Court of Appeals. He is married to Hagit and they have six children. Professor Beer’s legal career began after he received a BA from Hebrew University and an MA from the London School of Economics. He earned his Ph.D. from the Hebrew University of Jerusalem and was admitted to the Israeli Bar in 1985. He joined the law faculty at Hebrew University in 1986 and since then, for twenty four years, has taught there courses and seminars in taxation and corporate law. In 2010 he was nominated to be the current dean of the Radzyner School. Prof. Beer was a visiting scholar at Harvard Law School in 1990-92 and at NYU Law School in 2009-2010. His military career began when he was drafted in 1974 and joined the paratroopers’ brigade. As a young officer, he took part in the 1976 rescue operation in Entebbe which freed Israeli hostages held in Uganda by Palestinian terrorists. He completed his mandatory service in the IDF in 1978 and continued to serve in the reserves rising through the ranks and combat commands until commanding a paratrooper’s brigade (as a colonel) in 1995 and the Edom division (as a brigadier general) in 2000. He also was then commander of the IDF’s brigade commander’s course. In May 2002 he joined the IDF’s general staff when he was appointed president of the Israeli Military Court of Appeals and promoted to major general. In 2007 (and currently) he is a Corps commander.

DR. NADAV LEVY
Nadav Levy’s work is in the areas of Industrial Organization and the Economics of Organizations. His research considers, among other topics, the allocation of decision rights in organizations; firm’s boundary and outsourcing; anti-competitive effects of technological cooperation between competitors and the evaluation of public projects. His areas of teaching include Microeconomics, Industrial Organization and Antitrust. Dr. Levy obtained a Ph.D. in Economics from Northwestern University. He has a B.S.C. in Statistics and Computer Science from Tel-Aviv University. Prior to joining IDC he was an assistant professor of Economics at the State University of New York (SUNY) at Albany and a visiting professor at the Berglas School of Economics at Tel-Aviv University.

DR. SHAHAR AYAL
Dr. Shahar Ayal is currently an assistant professor at the School of Psychology at IDC Herzliya. Dr. Ayal earned his Ph.D. in Social Psychology from Tel Aviv University. He was a postdoctoral fellow at the Technion Institute and then at the Fuqua School of Business in Duke University. Dr. Ayal’s main research interests are heuristics and biases, financial decision making and unethical behavior. His research has been published in leading journals and some of them have received attention from popular news media such as Globes, The New York Times and Yahoo Finance. Dr. Ayal teaches courses on Social Psychology, Social Cognition and the Psychology of Irrational Decisions.

DR. GUY HOFFMAN
Dr. Guy Hoffman is an assistant professor at the Sammy Ofer School of Communications at IDC Herzliya, and co-director of the IDC Media Innovation Lab. Before, he was a research fellow at the Georgia Institute of Technology and MIT. Dr. Hoffman holds a Ph.D. from MIT in the field of human-robot interaction, and an M.Sc. in Computer Science from Tel Aviv University. He also studied animation at the Parsons School of Design in NYC. His research deals with human-machine and human-robot interaction, and he studies the relationships between technology, design, communication, and data. He has won several academic awards for his papers, has staged the first human-robot joint theater play, and developed a robotic musician that improvises with human players, to wide international acclaim. His research and design work has been awarded numerous awards, and covered in the international press, including CNN, The New York Times, Süddeutsche Zeitung, Science, and even Comedy Central.

PROFESSOR RON SHACHAR
Prof. Shachar has a Ph.D. in Economics from Tel Aviv University. After a post-doc period in Harvard University, he joined the Yale School of Management. In 1997 he returned to Israel and until recently he was the head of the marketing area in Tel Aviv University (where he also won the best professor award). Since 2006 he is also a visiting professor at Duke University. Prof. Shachar’s research deals with major advertising and branding issues and also explores strategic and marketing related aspects in the entertainment industries (e.g. TV and movies) and in political campaigns. His work has been published in leading journals in various fields (marketing, economics and political science) and some of them have received attention from the popular news media (e.g. Wall Street Journal and Fox News). Prof. Shachar serves as an associate editor in two leading journals and on the editorial board of other leading journals.

PROF. BARAK LIBAI
Prof. Barak Libai is on the marketing group of the Arison School of Business at the Interdisciplinary Center (IDC), Herzliya, Israel. He was previously a faculty member in the Recanati Graduate School of Business, Faculty of Management, Tel Aviv University, at the Industrial Engineering and Management faculty of the Technion - Israel Institute of Technology, and a visiting professor at the MIT Sloan School of Management. His research deals much with customer social effects such as word of mouth, and their effect on new product growth and the firm’s profitability, growth of markets for new products, and customer relationship management. He has published in journals such as Marketing Science, Journal of Marketing, Journal of Marketing Research, Journal of Service Research and the International Journal of Research in Marketing, among others. His research on the economic consequences of customers’ interactions has won prizes from the Journal of Service Research, The

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Marketing Science Institute, The American Marketing Association, the International Journal of Research in Marketing and ESOMAR. He teaches courses on customer centric marketing, brandings and social media marketing.

**DR. ASSAF MOGHADAM**

Dr. Assaf Moghadam is a senior lecturer at the Lauder School of Government, Diplomacy and Strategy at the Interdisciplinary Center (IDC) Herzliya, Israel, and a senior researcher at its International Institute for Counterterrorism (ICT). Previously, he was an assistant professor at the U.S. Military Academy at West Point, where he also served as director of Terrorism Studies at West Point’s Combating Terrorism Center. Dr. Moghadam is the author of The Globalization of Martyrdom: Al Qaeda, Salafi Jihad, and the Diffusion of Suicide Attacks (Johns Hopkins University Press, 2008 [Paperback, 2011]) and The Roots of Terrorism (Chelsea House, 2006). He is the editor of the forthcoming book Militancy in Shism: Trends and Patterns (Routledge, 2011), and co-editor (with Brian Fishman) of the forthcoming title Fault Lines in Global Jihad: Organizational, Strategic, and Ideological Fissures. Dr. Moghadam’s research interests include terrorism, suicide terrorism, Al Qaeda and Global Jihad, and ethnic and civil conflict. His articles have been published in International Security, Studies in Conflict and Terrorism, Terrorism and Political Violence, and other outlets. Dr. Moghadam held predoctoral and postdoctoral fellowships at the Beller Center for Science and International Affairs and at the Olin Institute for Strategic Studies, both at Harvard University. He holds a Ph.D. in international relations and a Master of Arts in Law and Diplomacy (MALD) from The Fletcher School at Tufts University, and a B.A. in political science from the Hebrew University of Jerusalem.

**IDC WELCOMES NEW DEAN: DEPUTY GOVERNOR OF THE BANK OF ISRAEL, ZVI ECKSTEIN**

Prof. Zvi Eckstein, deputy governor of the Bank of Israel, has been appointed the first dean of the School of Economics at IDC as of January 2012.

Eckstein, who holds a B.A. in Economics from Tel Aviv University and a Ph.D. in Economics from the University of Minnesota, is currently serving a five-year term as deputy governor Bank of Israel, while holding positions as professor of Economics in Tel Aviv University and as the Mario Henrique Simonson Chair of Labor Economics.

During his term as deputy governor of the Bank of Israel, Eckstein both served in an administrative position and helped determine monetary policy. He headed two inter-ministerial committees appointed by the Israeli government, including the committee to formulate policy regarding foreign workers and the committee to formulate employment policy, both reports of which were adopted by the government. Currently he heads the committee appointed to review policy regarding the regularization, supervision and enforcement regarding the employment of Palestinians in Israel. A member of the inter-ministerial forum for a socioeconomic agenda and the plenum of the Securities Authority, Eckstein also headed jointly with the Ministry of Finance a forum to advance capital market reforms including the REPO and Securitization markets.

In his academic research, Professor Eckstein specializes in labor, monetary and macroeconomics, economic growth and urbanization, the economic history of the Jews, and various issues related to the Israeli economy. Eckstein has published papers in all leading economic journals and his (joint) book, The Chosen Few: How Religion and Human Capital Shaped Jewish History, will be released this year by Princeton University Press. A fellow of the Econometric Society, the IZA Institute for the Study of Labor, and the Center for Economic Policy Research, Eckstein is an editor of the European Economic Review and he gave the Bowley-Walras lecture in 2009. Professionally he has served as chairman of the Investment Committees of Bank Leumi, Mercantile Discount Bank, and Bank Hapoalim, and as member or chair of professional public committees including the Committee to Shorten Compulsory Military Service in Israel, the Committee to Amend the Anti-Trust Law, the Committee on the Minimum Wage and the Committee on Immigrant Absorption. Says Prof. Uriel Reichman, founder and president, IDC Herzliya: “We are proud to have Prof. Eckstein joining IDC Herzliya. His tenure as dean will lead to the establishment of the School of Economics as a center with international importance, which can play a critical role in helping Israel to deal with future economic challenges.”

Already immersed in plans for the school, Eckstein says the program will offer students a profound understanding of Economics, as well as a broad understanding of other fields. Over the next few years, according to Eckstein, the plan is to “extend this into the creation of a policy-oriented research institution that will work with the government to initiate economic reforms that can actually help the economy to grow faster while reducing inequality.”

Unique among its counterparts, the School of Economics at IDC places an emphasis on applied aspects of research and applied concepts of Economics, to prepare students to hit the ground running in their first post-graduation positions. “Whether they find work as economists in a business setting or in government, they will have received the tools they need to excel in their fields,” says Eckstein. Students will also be presented with a picture of the surrounding society, through courses in political science, sociology, psychology and more, as according to Eckstein, Economics is a “disciplinary field within an interdisciplinary environment.”

Within a few years, says Eckstein, the school will launch a master’s program that will combine the study of Economics, Finance and Risk management. He envisions that IDC will first become an attractive hub for internationally-renowned researchers and eventually the leading school of Economics in Israel.

**“WHETHER THEY FIND WORK AS ECONOMISTS IN A BUSINESS SETTING OR IN GOVERNMENT, IDC STUDENTS ATTENDING THE SCHOOL OF ECONOMICS WILL HAVE RECEIVED THE TOOLS THEY NEED TO EXCEL IN THEIR FIELDS.”**

Prof. Zvi Eckstein, the first dean of the School of Economics at IDC as of January 2012

When asked about the prospects for the Israeli economy, Eckstein’s outlook is equally positive: “The Israeli economy is getting out of the crisis in a good shape,” he says. “The economy has been growing by 4.6%, is expected to grow next year at the same rate, and there’s good reason to believe it will grow even faster – it surprised us for the better this year and has the potential for surprising us next year as well. Unemployment has gone down towards 6%, the government budget is very well managed and we have very strong exports, so the economy has a good underlying structure. All this basically can lead into a growing stable economy, and if the security threat were to diminish, our economy could rise to equal the top nations in the world.”
THE WORLD AT IDC’S DOORSTEP

A significant number of foreign delegations continue to visit us. The list includes top-notch global institutions of higher education that have come to IDC to learn of our unique model of higher education and to forge concrete agreements with us. The list includes:

- Olin Business School, WUSTL
- Dr. Simonetta DELLA SETA, Cultural Attaché, Italian Embassy
- Tomas Pojar, Czech Republic Ambassador to Israel and Czech Republic Academic Delegation
- Masaryk University (Czech Republic)
- Mr. Larry Tanenbaum St-Francis Xavier University
- Visiting Professors, Verbit Group
- Italian Ambassador, Mr. Luigi Mattiolo
- Canadian Rhodes Scholars

GLOBAL PARTNERSHIPS

In recent months, IDC Herzliya has signed a few important bilateral agreements with leading international institutions of higher education. These include:

- Emory University, Goizueta School of Business (Atlanta, USA)
- Kent State University, School of Psychology (Ohio, USA)
- Masaryk University, Faculty of Social Studies (Brno, Czech Republic)
- Universidade Nova de Lisboa, School of Business & Economics (Lisbon, Portugal)
- Universidad Pompeu Fabra, School of Communications (Barcelona, Spain)
- Zeppelin University, School of Communications (Germany)

Student mobilities 2009-2010: This year exchange students from the following institutions are spending a semester at IDC Herzliya:
- Charles University of Prague (Czech Republic)
- Concordia University (Wisconsin, USA)
- George Washington University (Washington D.C., USA)
- Fundacao Getulio Vargas (Sao Paulo, Brazil)
- NALSAR University of Law (India)
- Singapore Management University (Singapore)
- University of Pennsylvania, Wharton School of Business (Philadelphia, PA, USA)
- Washington University in St. Louis, Olin School of Business and School of Engineering & Computer Science (St. Louis, MO, USA)
- St. Francis Xavier (Nova Scotia, Canada)

IDC Herzliya students are this year journeying to:
- University of Ottawa, Canada
- Sabanci University, Turkey
- Hong Kong University
- Duke University, USA
- Tsinghua University, China
- SMU, Singapore
- Pompeu Fabra, Spain
- Charles University, Prague
- George Mason University, USA

STUDENT REFLECTIONS

RACHEL ZARFATI: LUISS GUIDO CARLI
UNIVERSITY OF ROME

My name is Rachel Zarfati and I am a third year student at the Interdisciplinary Center, Herzliya in Israel. I am completing a Bachelor of Government, Strategy and Diplomacy with a major in international affairs from the Lauder International School of Government. I will graduate this coming July. I left my country of birth and my family at the age of eighteen and immigrated to a small country, Israel. Since my childhood, the geopolitical problems and macro-economic environment have interested me. Therefore, I decided that the best way for me would be to confront new cultures, learn new languages and meet international people. Thus, I chose to move in a new country and to continue my studies in an international context. Indeed, I had the opportunity to work with students from all over the world, developing communication skills and my leadership ability. Thanks to my journey in an international school, I also had the opportunity to spend one semester in Rome. The feeling was something inexplicable, since I was studying in Rome, my beautiful hometown, but still connected to IDC. My experience in Rome contributed a lot to my degree here at IDC, since it opened up new and more perspectives for me, for my future. It made me as well be proud to get my graduation here. Studying at IDC, in the Lauder School of Government, gave me the tools to understand the globalized world and the new trends emerging under the constantly changing macro-economic environment. Moreover, the Interdisciplinary Center of Herzliya is famous for hosting prestigious conferences in Israel and it gave us the opportunity to meet leaders from the business and political arena.

ODED RAPHAELI: HONG KONG UNIVERSITY

As a student of law and business at IDC Herzliya, I decided to spend a semester at Hong Kong University (HKU) because it has always been clear to me Asia is the future, and that Hong Kong is more or less the “capital.” I knew I wanted to familiarize myself with the place and culture, since there is a good chance I’ll return here one day in a different capacity.

Hong Kong plays the perfect role as the “place to be.” It is upbeat and fast paced. Universities stand out, corporations are shifting their headquarters there, and consumers are constantly purchasing the latest goods that Hong Kong’s markets have to offer.

That was reason enough for me, but I had no idea was how much fun the whole experience would be. As an Israeli traveling abroad, I am constantly feeling as though I need to stand up for Israel to the outside world. In Hong Kong, it was the opposite. The people were extremely friendly, and I was surprised by how much interest they had in Israel. People in Hong Kong (Chinese by nationality), know a great deal about Israel’s establishment, and they really appreciate our history. I often received questions about the “Jewish education” to excel, or about Moshe Dayan and Ben Gurion. Students at HKU had a real will to know driving them.

I had an amazing experience at HKU - I saw half of Asia, met interesting people from all over the world - and did some studying, as well.
ACADEMICS IN ACTION

COMPETITIVE RESEARCH FUNDING FOR STATE OF THE ART RESEARCH

IDC Herzliya continues to make great progress this year with grant submissions and newly funded projects. Competitive grants have been received from the Israel Science Foundation, General Motors, Microsoft, Amdocs, IBM, Google, the Ministry of Defense, the US–Israel Binational Science Foundation, the Ministry of Industry, the Jewish Agency, The Israel Internet Association and the European Commission.

Research in the spotlight: To give the reader a sense of the varied high-quality research undertaken at IDC Herzliya, in this issue we again spotlight several recent competitive research grants secured by IDC Herzliya researchers.

HUMANIZING THE OTHER – EXAMINING THE EFFECTS OF IMPLICIT CONDITIONING OF HUMANNESS TO OUTGROUPS ON INTERGROUP RESPONSES

Guy Doron
Interdisciplinary Center (IDC) Herzliya

Tamar Saguy
Interdisciplinary Center (IDC) Herzliya

John F. Dovidio, Yale University

Hostility between members of different groups is one of the major concerns in multicultural societies. One process that has been repeatedly linked with negative responses towards outgroup members is the tendency to perceive them as non-human (i.e., dehumanization). The goal of the proposed research is to examine the hypothesis that increasing the perceived “humanness” of the outgroup can mitigate negative attitudes and actual aggressive behavior toward outgroup members. Particularly, we propose to measure negative reactions towards outgroup members after experimentally increasing two forms of outgroup humanization: associating outgroup members with traits that are essential for being human (e.g., sociable) and with traits perceived as uniquely human (e.g., organized). The pairing of outgroup members with the humanizing traits will be done subliminally through a procedure of implicit conditions. This procedure will enable influencing cognitive associations between the outgroup and humanness, which were shown to be resistant to explicit manipulations of humanness. The hypothesis will be tested among minority and majority group members, and in two multicultural contexts, Israel (among Arabs and Jews) and the United States (among Blacks and Whites). The project proposed permits an examination of the causal role of dehumanization in intergroup relations, the potential moderating role of group status, and the cross-cultural generalizability of the phenomenon. Furthermore, the findings will set the stage for the development of interventions that could be applied to reduce hostile responses toward outgroup members.

ENEMIES, A LOVE STORY: A TERROR MANAGEMENT PERSPECTIVE ON CONFLICT AND RECONCILIATION

Gilad Hirschberger
Interdisciplinary Center (IDC) Herzliya

Daphna Canetti
University of Haifa

Tom Pyszczynski
University of Colorado, Colorado Springs

The fact that war and violent conflict still play a major role in contemporary societies is not only frustrating, it seems nonsensical. Why do people and nations favor violent solutions to conflict when rationally there seems to be more to lose than to gain? The current research program is based on the contention that deep-seated fears underlie violent conflict and that to understand why conflict occurs and how it may be prevented, it is necessary to understand the operation of these unconscious forces on human behavior. In this research we expose participants to unobtrusive reminders of these deep-seated fears and examine how this brief exposure influences cognitions and behaviors. To examine our research questions we propose a three-staged plan: In stage 1, participants from two rival groups will undergo a priming procedure in which they will be exposed to an anxiety-inducing stimuli and will then engage in a dyadic interaction with physiological measurements. This part of the research will enable us to examine the influence of existential concerns on a real-life interaction and will provide information on participants’ reactions towards the other and on their concomitant emotional reactivity. In Stage 2, we will conduct a series of small laboratory experiments to systematically examine our research questions. In stage 3, we will conduct a large-scale experimental survey on a representative Israeli sample to examine the generalizability of our findings to the entire population.
Ora Nakash
School of Psychology

The current project is a pioneer study in mental health service disparities in Israel. Mental health service disparities are ethnic/racial differences in the quality of healthcare that are not due to access-related factors, clinical needs, preferences, and/or appropriateness of interventions. We focus on examining and improving accessibility of services and the patient-provider interaction, which lie at the core of this complex phenomenon. The aim of the current project is to investigate mechanisms contributing to mental health service disparities, including: (a) structural factors affecting access to services and (b) factors affecting patient-provider interaction. We will focus on the mental health intake – a critical juncture as the first point of contact between patients and providers. Study I will examine measures completed by 300 patients upon initial contact with the clinic including items on structural factors affecting access to services. Study II will examine 120 recorded intakes with diverse populations and semi-structured interviews with patients and providers which will be conducted immediately following the intake. Analyses will include identifying diagnostic and socio-cultural information gathered during intake, and investigate its effect on diagnostic accuracy as well as on the quality of the therapeutic alliance with diverse populations. Qualitative analyses of semi-structured interviews with patients and providers will supplement these analyses. The ultimate goal of the project is to distill feasible recommendations to reduce disparities and improve care for diverse populations that will have direct implication to policy. They will further increase patient and provider satisfaction and reduce costs through no-shows.

Tami Tamir
School of Computer Science

Hadas Shachnai
Technion

Traditional combinatorial optimization problems require finding solutions where little is known a-priori about the problem instance. However, many of the real-life scenarios motivating these problems involve systems which dynamically change over time. Thus, throughout the continuous operation of such system, it is required to compute solutions for new problem instances, derived from previous instances. Moreover, since there is some cost associated with the transition from one solution to another, a natural goal is to have the solution for the new instance close to the original one (under certain distance measure). For example, in a video-on-demand system, movie popularities tend to change frequently. The content of the storage system needs to be modified to reflect the current demand. Due to the cost of file migration, the amount of reallocations of file copies to the servers should be minimized. In production planning, due to unexpected changes in the timetables of task processing or out-of-order machines, the production schedule needs to be modified. Rescheduling tasks is costly (due to relocation overhead and machine set-up times). The goal is to find a new feasible schedule, which is as close as possible to the previous one. Thus, solving a reoptimization problem involves two challenges: (i) computing an optimal (or close to the optimal) solution for the new instance, and (ii) efficiently converting the current solution to the new one. We propose to develop a general framework for combinatorial reoptimization, encompassing objective functions which combine the two above challenges. Our proposed research differs from previous work in two aspects. One aspect is the generality of our approach. To the best of our knowledge, all of the previous studies consider specific reoptimization problems. Consequently, known algorithms rely on techniques tailored for these problems. The other aspect is the wide family of objective functions studied in the proposed research. The vast majority of previous research is focused on the computational complexity of solving the modified problem, i.e., the first of the abovementioned challenges. The resulting objective functions do not capture the transition cost associated with the conversion of one solution to another. When this cost becomes high, it pays to find solutions that are similar to the original one. In this research, we will study hardness and approximability issues, as well as trade-offs between various components in the objective function. We will consider common types of objective functions (e.g., monotone, convex, piecewise linear or submodular functions), and the resulting classes of reoptimization problems. Our proposed research encompasses also parameterized combinatorial reoptimization problems and their status with respect to fixed parameter tractability.
SEX AND SEXUALITY ON ISRAELI TELEVISION: CONTENT AND AUDIENCE EFFECTS

Keren Eyal
School of Communications

Increased global and multidisciplinary interest, often heightened by concerning public health indicators of the growing rates of sexually transmitted diseases, motivate research about sexual socialization. Among the factors contributing to youth sexual health, there is an increased recognition that television (TV) is a central agent of socialization. A growing body of research, primarily conducted in the U.S., has documented significant relationships between exposure to large amounts of sexual messages on TV and sexual outcomes including expectations, attitudes, and behaviors. Causal links also have been identified between viewer sexual outcomes and contextual elements in TV portrayals, such as the presentation of safer-sex messages. The current research contributes to this body of knowledge by applying social cognitive theory (SCT) to the examination of the nature and extent of sexual content on Israeli TV and of the implications of this content for effects on young audiences. The developing TV environment in Israel, with its increase in channel offering and commercial programming, makes such an investigation especially timely.

In addition to characterizing the sexual messages conveyed in the Israeli TV landscape, the research characterizes the nature of exposure to such content among Israeli adolescents. It elucidates the social and cognitive processes that underlie the links between exposure to sexual TV content and adolescent sexuality. Specifically, and consistent with SCT’s notion of triadic reciprocal causation, the research examines the concurrent interplay among adolescents’ sexual experiences, their exposure to sexual TV content, perceived realism of such content, and communication about sexuality with parents and peers.

The research employs a comprehensive content analysis to characterize the Israeli TV landscape in terms of its sexual messages. Two weekly composite samples of Israeli prime-time programming have been created and these will be joined by a complementary sample of the top-20 adolescent-preferred programs. The samples encompass multiple channels representing different TV outlets available in Israel (commercial TV, cable, and satellite). Both the frequency of sexual messages and their nature, the inclusion of messages about sexual risks and possible consequences, and the presentation of mediated personalities in the context of sexual behaviors will be identified. Parallel to this, a survey is being conducted among Israeli high-school adolescents to examine the TV exposure habits of youth, and especially their exposure to sexual TV content. The survey examines the associations between such exposure and diverse sexual indicators, including sexual beliefs, attitudes, and behaviors, as well as cognitive and social mediators such as perceived TV realism and communication with parents and peers. Overall, the current investigation will serve as the foundation for policy and education initiatives and for experimental research on media and adolescent sexuality in Israel by presenting a comprehensive picture characterizing both the TV landscape and the realm of adolescent sexuality in Israel, and the links among them.
MA at IDC Herzliya

- MA in Diplomacy & Conflict Studies
- MA in Counter-Terrorism & Homeland Security Studies
- MA in Research Track (with thesis)

Learning here is an amazing experience. The teachers are real pioneers in their field and still they take the time getting to know each student." Kyle Giddens, Toronto

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they swoop into the lobby of the Sammy Ofer School of Communications to meet me, full of energy, warmth and brightness – three young entrepreneurs with a big, big dream, who have brought their vision to IDC.

Beginning this summer, Elevator, a mentorship seed investment program, will launch the university’s first-ever in-house business development program. Founded and co-directed by Tom Bronfeld and Ori Glezer, the program is an ‘early accelerator’ that will take on 20 highly innovative and motivated teams each year and provide them with the money, mentorship, contacts and training they need to get their companies to first-round funding – all within three months’ time.

Based on a business model first put into practice in 2005 by the American company Y Combinator, mentorship seed investment programs have so far created some 200 companies, 70% of which have gone on to receive second round financing through venture capital firms and angel investors, and 12% of which have achieved profitable exits.

The idea to establish Elevator began with Bronfeld, age 27, and an alumnus of IDC’s Ofer School of Communications and the Zell Entrepreneurship program. Already with one successful startup under his belt – he is one of four co-founders of sProphet, a social gaming platform for sport predictions – Bronfeld grew up in the world of business, learning first-hand from his father, an Israeli tech incubator owner. Helping to create sProphet, which raised $1 million and now plans to partner with large sports content providers in the US, introduced Bronfeld to the many complexities involved in establishing a new business in Israel. The goals for Elevator stem from this understanding of the challenges facing any new Israeli startup.

According to Glezer, age 31 and an attorney and businessman, Elevator’s three main goals are: “first, to create an early-stage connection with the US market, exposing our companies to the consumer and business reality of the
industry there. Second, to expose them to smart national and international capital and help them to get the next round of funding. Third, to create the best possible mentorship network in Israel and the US, so that the companies can tackle their early challenges right from the get go, saving them time and money on mistakes they might otherwise make.

According to Bronfeld, early stage internet companies are practically non-existent in Israel: “When someone needs to raise a small amount of capital – say one or two hundred thousand dollars - they find it very hard to access this money. I had to put a huge amount of energy into funding SProphet, and many young, talented people are simply not equipped to do this initial stage of the journey. Besides the funding, they may not be ready to deal with lawyers, accountants, and the other bureaucratic issues that are involved, and what happens is that those talented, promising young men and women get lost to the big corporations. Even if they have a brilliant idea, they don’t want to take the risk of financing it, so they settle for a well-paying job at one of the hi-tech giants.”

Elevator intends to change all that, offering everything necessary to turn an idea into reality. Each year, 20 applicants will be accepted into a 3-month program that will provide them with operational costs, the crucial mentoring in how to bring their ideas to a polished state of readiness – a process that might otherwise take several years – and, according to Bronfeld, “enough finance to be fully dedicated to their company. We believe in using few resources and bringing back the energy and mind set of ‘garage mode,’ teaching people to live within a very tight budget.”

One of Elevator’s partners in the venture is TechStars, the founder of mentorship seed investment programs around the world, which recently began working with the White House program “Start Up America.” Its second partner is IDC, which Bronfeld calls the team’s “dream partner, because they’ve had such great success with the Zell program, which is an incubator inside the academy – from my class alone, 4 of the 6 teams received funding and started earning revenues. And now we are bringing to IDC its first incubator outside the academy, which will provide the experience of real start-up life to IDC students.”

Broken down into three parts, during the first month, participants engage in what Bronfeld refers to as ‘speed-dating’ with a variety of mentors from every possible field, including entrepreneurs, venture capital firms, angel investors, executives and academics. “We want to overwhelm them with opportunities,” explains Bronfeld, “and to create a natural connection between the companies and the mentors, so that when they later get to their first round of investing, they will already have built a relationship with the people they are pitching to.”

The second month involves intensive product work, while continuing to meet with mentors, some of whom will be flown in from the US. “There’s another aspect to this,” says Krauss, 23, Elevator’s program manager and a former recruiter for JP Morgan who is currently studying for her masters in government and diplomacy at the RRIS. “There is a great willingness on the part of successful businesspeople from the US to help a young Israeli startup for Zionistic reasons. We’ll be drawing from that pool, as well.” This access to a US network is unique to Elevator, and offers the startups an unparalleled opportunity to break into the American market.

The third and final month of the program is about preparing to pitch their company to investors. “At the end of the day,” says Bronfeld, “it’s not about your idea – it’s about you. Your idea may change, but if the venture capital firms and angel investors believe in you, then you are going to find the financial support you need.” The program concludes with ‘demo day’ in which investors will come to hear the companies’ final pitches for their products. Currently interviewing potential participants, the team is adamant that applicants need no special credentials in order to apply. “We are accepting applications from everyone within the field of hi-tech!” says Glezer, with fire in his eyes. “Everyone should have the chance to build a company. If they have an idea and ambition, they should have the chance.”

The accelerator program costs $1 million annually to run, with 10 investors putting $100K each to become a shareholder in each of the 20 companies taken on that year. The team has already secured half the financing for the first year, and is actively seeking the remainder. Another important point the team stresses is that other than founders’ equity and 10% share in the company, they take no board seats on the companies they help establish. “It’s their company, and they can do what they want,” says Bronfeld.

The move is a big step for IDC, and it goes forward with a huge blessing from Prof. Uriel Reichman, IDC founder and president. The first business that the university has allowed on campus, Bronfeld sees it as a step towards creating a hi-tech environment that produces not only companies but actually products.

This fledgling program carries all the hallmarks of a success in the making, and as we end our interview I can feel the excitement of what it portends for the future. Most inspiring is that the founders are motivated not only by the wish for personal success, but by the desire to contribute to Israel, the start-up nation.

- Joy Pincus
Forecast for 2011 and the First Public Discussion on the Sheshinski Committee Recommendations

About a week after the Sheshinski Committee, which was established with the objective of examining the taxation and royalties policy in the field of Israel's natural resources, submitted its final recommendations to the minister of Finance, the first public discussion was held at The Rothschild Caesarea Center for Capital Markets and Risk Management at IDC Herzliya, attended by the Minister of Finance, Dr. Yuval Steinitz, and the Chairman of the Committee, Prof. Eitan Sheshinski. The first session of the Conference dealt with the economic forecast for the State of Israel for 2011, with the participation of Prof. Rafi Melnik, vice president for Academic Affairs, IDC Herzliya and Prof. Zvi Eckstein, the deputy governor of the Bank of Israel. The Conference was attended by Adv. David Efrati, deputy chairman, Council of Governors Rothschild Caesarea Foundation.

The discussion was opened by Minister Steinitz, who spoke initially about the global economic crisis: "The rule that guided us in dealing with the crisis is that in economics, the future is far more important than the present. Therefore, the future must never be forsaken to save the present, even in the throes of an economic crisis." In referring to the bi-annual budget for 2011 – 2012, Steinitz stated: “The transition to a bi-annual budget strengthened us at the peak of the crisis and faithfully reflects the idea that, in a crisis, you don't focus on and act with respect to the short term, but rather you broaden the scope of vision.”

Thereafter, the Minister referred to the crude oil and gas royalties and stated: “Those who invested exhaustively and took chances, must earn – and earn well. But whoever will, in any case, earn – and I am not focusing on him or them alone – billions of shekels and tens of billions of shekels, to now step up and carve off a larger slice than that accepted throughout the world, at the expense of the citizens of the country, what kind of justification is there for this? Why should the Israeli billionaires earn more than the energy billionaires in the USA, Canada, the Netherlands or the UK, and this at the expense of the profit of the State and its citizens? There is neither an economic nor legal nor moral justification to preclude the State and its citizens from what is rightfully owed to them in accordance with accepted standards around the world, in the West and in the OECD.”

“In summation, a good year but not as good as 2010”

Prof Rafi Melnik, the vice president of Academic Affairs at IDC Herzliya, gave his forecast for the local economy. “My forecast for 2011: Continued growth in the global economic activities, but less than that of 2010,” Melnik said. “We see a continued growth of government debts in Europe and in the USA. If they do not solve this in the medium term, additional crises are liable to emerge. I forecast a 4.2% growth in GDP in Israel in 2011 and a 4.9% growth in the business GDP.”

The second session that dealt with the recommendations of the Sheshinski Committee was opened by the Chairman of the Committee, Prof. Eitan Sheshinski. Sheshinski referred to the legal aspect of the subject and stated: “When we commenced work, we checked ourselves to ensure that we are standing on solid ground from the legal aspect. That is, that the State has the right to change the fiscal policy at any time, because the change that we are proposing is not retro-active and this is also an incorrect connotation. There is no retroactive change in the Committee’s recommendations. This is taxation on future income and, in actual fact, any change in taxation policy can be thought of as being retroactive. Our report indicates examples of 28 countries around the world that changed their taxation policy retroactively, including the USA.”

“The method adopted by the State of Israel is a method of outsourcing – you let the private sector invest its money and this imposes a limitation. The resource belongs to the State, but we want to preserve the incentive for drilling for crude oil or natural gas. All the profits over and above the nominal profits do, in actual fact, belong to the owner of the resource, that is, to the Sovereign. This reflects the value of the resource which was not paid for. The point to be remembered is that at each of the stages, there is no payment to the State. The license was granted against a fee of a few tens of shekels and the obligation of the concession holder is to pay the State royalties after production commences. Thus, after the deduction of the license fee, the title was granted, in actual fact, for free.”

The Chairman of Delek Energy: “A professional committee is not a pretext to deviate from authority and to breach promises”

Yoram Turbowicz, who formerly served as the Antitrust Commissioner, fiercely [verbally] attacked the minister of Finance and the Sheshinski Committee: “Throughout the world, when a minister undertakes something, this can be counted upon, but not here,” he stated. Turbowicz protested what he called the “brainwashing” carried out by the government on the public, in the form of propaganda regarding the conclusions of the Sheshinski Committee, which was aimed at plundering private entrepreneurs and raising the taxes on natural gas profits. “The entire podium was reserved for the prosecutors,” he stated during the course of the Conference. “The Sheshinski Committee has embarked on an extreme measure with no precedent. The depletion deduction was nullified,
because it is unparalleled, but is a taxation of 81% paralleled?! The State is at liberty to change laws, but not retroactively.” According to him, Steinitz also promised the Noble Energy Company that the Tamar reserves will not be taxed. “A professional committee is not a pretext to deviate from authority and to breach promises,” Turbowicz stated. “Throughout the world, when a minister undertakes something, this can be counted upon, but not here.” Turbowicz’s words were interrupted by interjections from those present, and one interjected sarcastically: “Let him speak, they are taking his money.”

The following also participated in the Conference: Guy Rolnik, the chief editor and founder of TheMarker newspaper, Prof. Robert Pindyck of the Sloan School of Business at MIT University, and Rabbi Michael Malchior, of the “Citizens Action” Forum. The Conference was held in conjunction with: TheMarker.
ACADEMICS IN ACTION

SIMULATION OF THE PALESTINIAN STATE – THE DAY AFTER IT IS ESTABLISHED

The Foreign Policy & Security Simulation Unit at the Behavioral Decision Making Program of the Lauder School of Government held on January 27, 2011, a simulation entitled “A Palestinian State-The Day After.” The starting point of the simulation was the Declaration of the Palestinian State (1967 borders), by the Chairman of the PLO before the United Nations - a request to become a fully acknowledged member.

The objective was to find the best political option for each player and to examine the strategic maneuvering spaces and their implications in a dynamic process. After the game, a special session was held to present the findings and insights from the simulation. These findings and conclusions were later to be transferred to policy makers and to the academic community worldwide. The event received coverage in the international and local media. MA students take part in organizing the Lauder School’s simulation unit, and were involved in the simulation itself.

From left to right: Amb. David Sultan, Mr. Saliman A-Shafi, Former Minister (PLO). Ashraf al Ajarmi, Col. (res.) Jonathan Fighel.

Participants ready to begin the simulation.

A NEW ACADEMIC PROGRAM IN POLITICAL MARKETING

The MA program in the Lauder School of Government, together with the School of Communications, will offer next year a new program in Political Marketing. The curriculum will focus on: the marketing of political candidates, parties and platforms in various political systems; and the marketing of foreign policy and international relations. This program will equip students with the tools and techniques necessary for effective political campaigns both in the domestic and international arenas. This is the first time in IDC and in Israel that a unique program of this kind is offered at a graduate level. Head of the program: Prof. Alex Mintz, dean of the Lauder School of Government, Diplomacy and Strategy.
The Argov Fellows Program in Leadership and Diplomacy is the IDC Lauder School’s honors program for government students entering their final year of study. As part of their fellowship year, the 24 fellows participated in a two weeks study tour to Europe and the United States, which gave them access to a wide range of leaders and institutions in the public, private, non-profit, and academic worlds. In addition to presenting an opportunity for the Argov Fellows to learn and be inspired, the study tour also gave the students a chance to put their skills into practice. During the first semester, the fellows took classes in political theory, public speaking, public policy, strategy and public diplomacy, among others, which provided them with the tools and background knowledge to participate actively in all of the meetings. In fact, many of the speakers were so impressed with the group that they used the allotted time to answer questions, conduct group discussions, and even to ask the fellows to share their perspectives on current policy issues. During the study tour, the fellows came to realize not only the importance of their commitment to Israel’s future, but also the wide range of opportunities and paths available to them to make a difference. By the end of the trip, the group returned to Israel exhausted but inspired, ready to begin their second and final semester in the program.

Dr. Alisa Rubin Peled, Academic Director.

Gideon Argov, the program’s founding donor.

The commission, comprising one American, one Israeli and three German historians, published its findings in October 2010. It received immediately extensive German and international attention. Fischer’s lecture was introduced by Prof. Moshe Zimmermann, the Israeli member of the commission of historians. Greetings were delivered by Amb. Avi Primor, director of IDC’s Center for European Studies and President of the Israel Council on Foreign Affairs, German Ambassador Dr. Dr. h.c. Harald Kindermann and Marc Berthold, director of the Israel office of the Heinrich Boell Foundation. The event was moderated by Marianne Zepp from the Heinrich Boell Foundation and organized by the Center of European Studies at IDC Herzliya in cooperation with the Heinrich Boell Foundation and the Israel Council on Foreign Affairs.

At a reception at the residence of the German Ambassador, Dr. Dr. h.c. Harald Kindermann, Amb. Avi Primor was awarded the Order of Merit of North Rhine-Westphalia by the Prime Minister of North Rhine-Westphalia, Hannelore Kraft. Mr. Primor received the award in recognition of his intense involvement in favor of Israeli-German understanding as well as in favor of understanding beyond religious and political borders. This becomes apparent, said Kraft, in his decisive role in the establishment of the international master program European Studies at Heinrich Heine University in North-Rhine Westphalia’s capital Dusseldorf. This study program brings together students of IDC Herzliya, Al-Quds University in Jerusalem and the Royal Scientific Society in Amman. According to Kraft, it has turned into a model of success that enjoys recognition and appreciation even by the highest political levels in Germany and in the Middle East.

Since 2007, the government of North-Rhine Westphalia is a stout supporter of the study program of Primor’s Trilateral Center for European Studies. It finances annually two visiting professors who are teaching European topics to the students of the Center’s three partner institutions in the Middle East.
CONFERENCES, WORKSHOPS & EVENTS

INTERNATIONAL CONFERENCE ON CYBER TERRORISM

The conference on Cyber Terrorism, an emerging threat in the 21st century, brought together a unique collection of experts from various fields associated with Cyber Terrorism: counter-terrorism experts, government and national security organizations, law-enforcement agencies, legal practitioners and IT and Network Security specialists. The conference was attended by nearly 200 specially invited participants, including leading international and Israeli experts.

Speakers included: Dr. Boaz Ganor, deputy dean, Lauder School of Government, Diplomacy and Strategy Founder & executive director of the International Institute for Counter-Terrorism (ICT) at the Interdisciplinary Center, Herzliya; Mr. Kenneth Geers, NATO Cyber Defense, CCDCOE, Estonia; Mr. Yaakov Peri, former director of the Israeli Security Agency (ISA); Brig. Gen. (Res.) Nitzan Nuriel, counter-Terrorism coordinator at the Israeli Prime Minister’s Office; Adv. Elad Popovich, researcher, ICT; Ms. Keren Elazari, cyber security expert, VERINT; Mr. Iftach Ian Amit, information security professional; Mr. Guy-Philippe Goldstein, TEDx speaker, author of “Babel Minute Zero”; Mr. Assaf Keren, Cybersvision; and Ms. Yael Shahar, senior researcher, ICT.

COUNTER-TERRORISM STUDIES

The Executive Certificate Program in Counter-Terrorism Studies, offered by the Lauder School of Government, Diplomacy and Strategy and the International Institute for Counter-Terrorism (ICT) at the Interdisciplinary Center (IDC) Herzliya, is a unique opportunity for professionals to learn about central issues in homeland security and counterterrorism both from those with first-hand experience and those involved in cutting-edge research in these fields. Based on years of extensive research, instruction and work in the field, this multi-disciplinary program brings together the best of academic theory and practical knowledge.

The course was attended by participants from more than ten different countries and included lectures from: Dr. Boaz Ganor, founder & executive director, ICT; Prof. Erroll Southers, former presidential nominee for assistant secretary of the TSA, Governor Schwarzenegger’s deputy director of the California Office of Homeland Security and FBI special agent; Dr. Eitan Azani, deputy director, ICT; Prof. William Banks, professor of Law and the director of the Institute for National Security and Counter-Terrorism at Syracuse University; Col. (Res.) Yoni Fighel, senior researcher, ICT; Mr. Yoav Mimran, expert in Middle-Eastern, Arab and Islamic cultures, social behavior, environment and language; and Col. (Res.) Lior Lotan, former executive director, ICT.

CONFERENCE ON THE DE-LEGITIMIZATION OF ISRAEL

The one-day conference on the De-Legitimization of Israel was held in honor of the late Benjamin Gibli, former head of the IDF Military Intelligence. The conference received wide acclaim and exposure in Israeli media outlets, and featured distinguished guests and speakers.

Speakers included: Prof Uriel Reichman, president of IDC Herzliya; Dr. Boaz Ganor, deputy dean, Lauder School of Government, Diplomacy and Strategy and founder & executive director of the International Institute for Counter-Terrorism (ICT) at IDC Herzliya; MK Nachman Shai, Kadima Party, former spokesperson of the IDF; Maj. Gen. (Res.) Aharon Zeevi-Farkash, former head of IDF Military Intelligence, head of the Jewish Peoplehood Institute; Brig. Gen. (Res.) Ran Pekker; Mr. Haim Topal, and Ms. Elishева Gibli.

SYMPOSIUM: “THE CHALLENGE OF COUNTER-TERRORISM FOR LAW-ENFORCEMENT AGENCIES”

The symposium brought together law enforcement attaches and Israeli experts in counter-terrorism policing to discuss the broader strategic issues and challenges of the field. The symposium was a success in that it provided a platform for experts to share their perspectives and strengthen international counter-terrorism collaboration.

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WAR-GAME FOR THE TEL-AVIV POLICE

The International Institute for Counter-Terrorism (ICT) designed a war-game simulation for the Tel-Aviv Police. Led by the senior staff of the ICT, the scenario of the war-game focused on the threat posed by Global Jihad.

LECTURE BY PROF. ERROLL SOUTHERS ON “NEW TRENDS AND CHALLENGES IN AVIATION TERRORISM”

Prof. Erroll Southers, associate director, Research Transition for the National Homeland Security Center for Risk and Economic Analysis of Terrorism Events (CREATE) at the University of Southern California (USC), former presidential nominee for assistant secretary of the TSA, Governor Schwarzenegger’s deputy director in the California Office of Homeland Security and FBI special agent. Prof. Southers provided an enlightening lecture and led a discussion on “New Trends and Challenges in Aviation Terrorism.” The lecture was attended by a wide variety of participants, including distinguished guests, faculty and IDC Herzliya students.

VISIT OF THE FORMER AUSTRALIAN PRIME MINISTER

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VISIT OF THE FORMER AUSTRALIAN PRIME MINISTER
Senior researchers from The International Institute for Counter-Terrorism (ICT) in cooperation with senior lecturers from the Lauder School of Government, Diplomacy & Strategy briefed the former Australian prime minister John Howard on the development in the Middle East and on the security threats to the region.

**RECENT RESEARCH**

**THE ISLAMIST RADICALIZATION INDEX (IRI)**

As the tempo of radical Islamism is accelerating in the West, the agents and their means of Islamic radicalization irrefutably pose an existential threat to the core liberal values of western civilization. It is in this context – the increase and spread of Islamic radicalization in the West – that the International Institute for Counter-Terrorism (ICT) is proud to present the Islamic Radicalization Index (IRI). The IRI includes articles, essays, opinion pieces and briefing notes, written by ICT Staff, Fellows and Interns dealing both with theory and empiricism of Islamic radicalization. The IRI will also offer country-by-country analyses of trends in Islamic radicalization. These reports seek to demonstrate, within the confines of national borders, how, why and by whom Islamic radicalization is proliferating in each nation-state. Ultimately, it is the purpose of the ICT to offer the international community a new outlet that seeks to discuss and educate the growing issue of Islamic radicalization in the West.

**ICT’S JIHADI WEBSITES MONITORING GROUP**

The Jihadi Websites Monitoring Group (JWMG) is a specialized research and analysis team at the International Institute for Counter-Terrorism (ICT). Composed of researchers fluent in Arabic, the JWMG monitors websites that support and serve the Global Jihad organizations. The unique characteristic of JWMG publications is the team’s integration of diverse materials from a wide variety of Arabic sources. JWMG connects each source to larger trends, providing a complete understanding of events on both a local and a global scale. Recently, the JWMG started to record and analyze Fatwas by radical Islamic clerics and relevant news items from Arabic media.

**ICT’S DATABASE REPORTS**

The Database Team of the International Institute for Counter-Terrorism recently launched two new research projects:

- The Timeline Project is a new monthly report by ICT’s Database Team, offering an analysis of significant terrorist attacks that occurred during the same month in the past. The report focuses on the attack and on profiles of the terrorist and the group, and provides a perspective on its historical ramifications.

- The ICT Database Report is a summary and analysis of terrorist attacks and counter-terrorism operations that occurred during the last month.

**ICT’S GUEST-LECTURE SERIES IN COUNTER-TERRORISM**

As the acting dean of the Lauder School of Government, Diplomacy and Strategy and the head of the Masters Program in Counter-Terrorism and Homeland Security at the Interdisciplinary Center (IDC) Herzliya, Dr. Boaz Ganor is launching a lecture series to present and discuss the many challenges and dilemmas concerning terrorism and counter-terrorism, aimed at enriching the knowledge and understanding of graduate students in this program. As part of this framework, MA students from IDC had the opportunity to attend lectures of:

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<thead>
<tr>
<th>Lecturer/Institution</th>
<th>Topic</th>
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<tr>
<td>Brig. Gen. (Ret.) Dov Shefi</td>
<td>Former Chief Military Advocate General of the IDF &amp; General Counsel to the Israeli Ministry of Defense</td>
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<td>Lt. Gen. (Ret.) Orit Adato</td>
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<td>Mr. Liang-Jen Chang</td>
<td>Taipei Economic and Cultural Office in Tel Aviv</td>
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<td>Prof. Pan Guang</td>
<td>Director of Shanghai Center for International Studies</td>
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<td>Mr. Mike Kraft</td>
<td>Former Senior Advisor, Counter-Terrorism Coordinator, US State Department</td>
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<td>Prof. James K. Sebenius</td>
<td>Gordon Donaldson Professor of Business Administration &amp; Director, Harvard Negotiation Project</td>
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ACADEMICS IN ACTION

SCHOOL OF SUSTAINABILITY

ACADEMIC PROGRAMS

In its broadest sense, the term sustainability refers to the balance between the preservation of our environment and the natural resource base and their services, on the one hand, and humanity's needs and aspirations, on the other. Sustainability studies deal with a variety of topics related to the relationships among the environment, society, and the economy. Educating the next generation to consider sustainable development is likely to sow the seeds for a change of thinking in Israel.

The goal of IDC’s program in sustainability studies is to instill a broad view of the different aspects needed to understand the complex problems related to sustainable economic and social development. It strives to develop the ability to strike the required balance between development needs, efficient management of resources and social needs, not unlike similar programs in leading western institutions of higher education. The program will offer a unique, integrative double-major undergraduate (and, later, graduate) academic program, offering an interdisciplinary approach. Our students will thus specialize in sustainability and another field, choosing among economics, business, government or communications.

The curriculum will offer a wide-ranging view of the issue of sustainability, based upon these three pillars and on the policy approach that is amalgamated and derived from them: environment, economy and society. This aim is expressed in the fields of research, the areas of expertise of the program's faculty and the program's core offerings.

An additional goal of the program is to prepare IDC’s graduates for the areas of activity needed to understand various aspects of environmental management. The broad view that the program takes, on mutual relations between environment, society and economy, will grant the needed base to decision makers at various levels in government, enabling them to understand the complex problems of environment, how one solution is integrated into the entirety of needs and other problems and the significance of establishing the optimal balance between various considerations.

The program also will provide the needed preparation for positions such as environmental managers at factories, with its base of scientific knowledge in a variety of fields - vital to managing a fruitful dialogue with the various professionals such as engineers, chemists and biologists. It will also provide an understanding of the relevant regulatory environment on the local and international levels.

Alongside building a base in scientific and methodological knowledge, the program aims to present the practical side of sustainability. The program will provide students with the practical-applied sides of the problem together with the tools to create change. Students will be encouraged to study practical dilemmas, such as managing the Israeli water system, managing the Israeli energy system, international and local environmental regulation, waste management, business entrepreneurship, intellectual property, environmental management systems and sustainability in local government. Thus, the program will serve as an important source of assimilating environmental thinking into Israeli policy, both at government institutions and in the business sector.

The proposed program will be led by Prof. Mordechai Shechter, who was appointed founding dean of the School at IDC. He previously held senior positions at the Technion and the University of Haifa, including chairperson of the Department of Economics, dean of Research, and rector. He is a founder of the Department of Natural Resource and Environmental Management at the University of Haifa’s School of Management, and has headed that department for the past three years. In the 1980s, he established the Natural Resources and Environmental Research Center at the University of Haifa and led it until 2010. From 2000 to 2005, he served as the president of Tel-Hai Academic College. More recently, he was selected by the Ministry of Environmental Protection to head the newly established Israel Information Center on Climate Change Adaptation. His areas of expertise include economics of the environment and natural resources, management of natural resources and the environment, and public sector economics. He has been awarded numerous research grants from organizations and foundations in Israel and around the world. In addition, he has filled a number of public roles, including chairperson of the economic research committee at the Israel Water Authority, chairperson of the higher education forum of Bashar – Academia for the Community, committee member of the Environmental Policy Center of the Jerusalem Institute, Board of Directors chairperson of the Israel Nature and Parks Authority, member of the Board of Directors of the Society for the Protection of Nature in Israel, member of the national management committee of the Council for a Beautiful Israel, and chairperson of the Board of Directors of the City of Haifa’s museums. He is a pioneer of environmental economics research in Israel and among its leading researchers. Over the previous decades, he has educated numerous scientists and his research has contributed to the advance of economic and social aspects of the environment.

DESCRIPTION OF ACADEMIC PROGRAMS

I. Undergraduate Degree in Sustainability Studies

The first academic program of its kind in Israel, it is based on the principles detailed below and will grant an undergraduate degree in sustainability studies with a specialization in communications, economics, business administration, or government. A request to launch the program was submitted to the Israeli Council for Higher Education in October 2010.

II. Specialization in Sustainability Studies as part of a Graduate Degree in Government or Business Administration

In addition, the School of Sustainability will offer specializations in sustainability studies within the graduate programs in business administration and government starting in October 2011. The goal of the sustainability studies specialization that will be offered within the master's degree program in government is to enable students to understand the changes that the sustainability revolution created in the field of public policy and to provide students with the tools to help cope with the challenges that policy setters face in finding the needed balance between development and growth and between the efficient management of environmental resources. The goal of the sustainability studies specialization that will be offered within the master's degree program in business administration is to enable students to understand the changes that the sustainability revolution created in running a business and to provide students with tools that will help them handle the new challenges in management that stem from this revolution.
News from IDC’s Academic Departments

CONFERENCE ON FISCAL AND SOCIAL POLICY IN ISRAEL

The conference discussed and examined the most debated topics on fiscal policy in Israel these days by prominent scholars, public officers and practitioners.

The first panel discussed the taxation of gas discoveries according to Sheshenski Committee. Professor David Gliksberg of Hebrew University argued that imposing a special tax on gas discoveries income is unconstitutional because it is retroactive taxation and because it is a special tax. But Dr. Rifat Azam, of IDC, counter argued that the tax is not retroactive because it taxes the future income of the gas fields. In addition, the special tax is justified because the gas fields are a property of the public that yields a very high profit to the investors and should be taxed fairly according to Sheshinski Committee recommendation. Dr. Amnon Lehavi, of IDC, touched the property law aspects. He argued that the choice of taxation instead of changing the royalties strengthens the property rights of the gas corporations and might lead to privatization of the gas fields.

In the second panel, The CEO of the Ministry of finance, Mr Hayem Shani, presented the policy behind the new reform in the Capital Investment Encouragement Law to advance innovation. The CEO of the Israeli Tax Authority explained the details of the reform. A criticism of the reform was given by Mr. Uriel Leen.

The third panel brought together Adv. Mini Mazoz, Adv. Eti Bandler and Prof. Joseph Edrey to discuss the constitutionality of the fiscal policy law. While in the fourth panel, a hot debate took place on the issue of executive pay, with Professor Amir Licht on one side, and Adv. Ram Caspi on the other, and in between, Ms. Meital Gram from the Central Bank of Israel and Adv. Eyal Neiger.

An open discussion with MK Shelly Yechemovits ended the conference. The intensive participation of the students and faculty contributed a special contribution to the success of this important conference, which was fully covered by the media.

EFI ARAZI SCHOOL OF COMPUTER SCIENCE

The Annual Israeli Conference on Computer Vision and Image Processing was held at IDC campus. The conference was organized by Prof. Yacov Hel-Or and Dr. Yael Moses from the Efi Arazi School of Computer Science and Dr. Hagit Hel-Or from the Computer Science Department at the University of Haifa. This conference is considered the leading conference in this field in Israel.

About 300 scientists from the Israeli academic institutes and industry attended. Prof. Steven Seitz from the University of Washington in Seattle was invited as the guests speaker. The conference was sponsored by General Motors Inc., Israel research center.

LIST OF NEW PUBLICATIONS BY DR. ANAT BREMLER-BAR:


At the beginning of the second semester, Dr. Tami Tamir participated in Dagstuhl’s seminar on Packing and Scheduling Algorithms for Information and Communication Services. She presented her work on Scheduling with Bully Selfish Jobs.
THE ADVANCED VIRTUALITY LAB (AVL)

Dr. Doron Friedman

The AVL is an interdisciplinary group studying next generation human-computer interfaces and their impact on the individual and society, and it is part of the Sammy Ofer School of Communications. The core team is currently: Dr. Doron Friedman (head), Dr. Beatrice Hasler, Dr. Dan Drai, MSc Ori Cohen, Amit Bauer, Oren Salomon, Peleg Tuchman, Daniel Korn, and Aidai Seidakmatova, and they are occasionally joined by other students and externals. They are deliberately multi-disciplinary, with expertise in areas including communications, technology and computer science, media psychology, culture studies, and philosophy. Their main activity involves constructing prototypes of next-generation digital experiences and evaluating the way people participate in such mediated experiences.

As part of EU FP7 project BEAMING (Being in Augmented Multi-modal Naturally-networked Gatherings), they are taking part in a multi-national effort to produce a theater show where the rehearsals only take place using mediated technologies: surround video conference, virtual reality, augmented reality, virtual sense of touch (called haptics), specialized audio, and robotics (a low-end version of the concept is illustrated in Figure 1). If all goes well they expect to produce a theater show where the actors would meet in person for the first time on stage. If this sounds confusing – it is; see Figures 2, 3, 4, and 5. One way to simplify the explanation: think special effects, but in live communication.

Oren Salomon (of AVL, IDC) is being captured by a depth camera. Using these new types of sensors we extract an actor’s motion and apply it in real time to a virtual character in Beaming. Alternatively, it is possible to combine the two images and implant a photorealistic version of the actor inside a virtual space.

This is just one of the ambitious tests being planned for future computer-mediated communication systems. In AVL they are trying to take this further. Ever wished you were at two or more places at the same time? Ever wished you could clone yourself and send your clone to some tedious meeting instead of you? While in the physical world this is impossible (so far), in cyberspace it may be possible. They are developing Beaming proxies – virtual characters that ideally would not only look like you but also behave in the same way that you would have. So far they have implemented such proxies in the online virtual world SecondLife (check out their concept video in the videos section of their website! Based on a true story). Their challenge for the next three years is to conceive how such proxies may also attend physical spaces, not just virtual spaces. The proxy was unveiled in a workshop organized by the Institute of Creative Technologies in Los Angeles in February 2011, but expect much more soon.
COOPERATION WITH THE CENTER FOR EDUCATIONAL TECHNOLOGY (CET)

This was the third year in which CIP, a part of the Sammy Ofer School of Communications, cooperated with CET. Together they carried out a wide-ranging survey on youth and E-learning. This year the survey put a special focus on researching the benefits of e-learning for youths living in the peripheral areas of Israel. The research was carried out on a representative sample of the Israeli population, both Jewish and Arab. The results were presented at the Herzliya Conference.

USING THE INTERNET TO SOLVE INTERGROUP CONFLICT

One of the aims of the CIP is to study and implement ways in which the Internet may be utilized to affect and promote positive relationships between rival groups throughout the world. Their 2006 pioneering paper, “The contact hypothesis reconsidered: Interacting via the Internet,” Journal of Computer-Mediated Communication, 11(3), article 7, Yair Amichai-Hamburger and Katelyn McKenna, gave significant impetus to the idea that the unique components afforded by the Internet could be exploited to help bring an end to intergroup conflicts. Importantly, Yair went on to create and develop a net platform, providing the practical tools to bring this theoretical model to life (see www.intergroupcontact.com).

Recently this project was taken a stage further through the publication of two important works by Yair Amichai-Hamburger and other leading scholars in the field.

RESEARCH

The Center continues to initiate significant and cutting edge research projects, many of them involving international research partners. Research topics include:

1. The possibilities for users to duplicate themselves and their offline social network online.
2. The changes in the concept of friendship as a result of social network platforms and how these changes affect our well being.
3. How much is our personality affected by our Internet use?
4. How does the use of Twitter relate to the personality of the user?
5. How does the breakup of a romantic relationship affect different personalities, as reflected by their behavior on Facebook?

IDC REPRESENTS ISRAEL IN THE WORLD INTERNET PROJECT (WIP)

The World Internet Project (WIP) is an astounding collaboration, involving over 30 countries throughout the world. The project’s goals are to explore the influence and importance of the Internet on people’s lives and to observe and document the changes produced on individuals, families and nations. IDC is very proud that one of our own, Dr. Yair Amichai-Hamburger, director of the Research Center for Internet Psychology (CIP) at the Sammy Ofer School of Communications, represents Israel at the World Internet Project (WIP).

The World Internet Project (WIP) was co-founded in 1999 by the NTU School of Communication Studies in Singapore and the Osservatorio Internet Italia at Bocconi University in Milan, Italy. It is based at the USC Annenberg School Center for the Digital Future. The WIP conducts detailed research through affiliates at universities and research centers across the globe. It publishes its findings and presents and discusses them at its annual conference. The WIP research findings reflect the current situation with regard to the use of the Internet and its associated technologies, and their impact on our day to day lives. The results and conclusions are eagerly sought after by leaders in government and business, policymakers, educators, the media and any citizen concerned with the impact the Internet has on our lives.

According to Amichai-Hamburger, a project of this breadth and magnitude has never been seen before. It allows us to get a true understanding of the worldwide implications of the Internet, as each of the participant countries carries out an identical survey among a large representative sampling of its population. This worldwide representative sample totals around 50,000 people.

“It is so exciting to be representing Israel in this amazing project,” says Amichai-Hamburger. “Think about the concept - we are all using representative samples, so together we arrive at the international picture of Internet use. In fact this global factor is very much part of our meetings, which feel and look like the United Nations. At the last conference, in Lisbon, 35 countries sent representatives, and I found myself in conversation with representatives from Iran and the United Emirates. The meetings are extremely friendly and result in many local cooperation initiatives.”

In addition to participating in the international surveys, institutes representing each of the member countries perform their own national studies, examining diverse subjects including the difference in Internet usage among the genders; Internet addictive behavior; participation in online communities and more.
A look at their results reveals a vastly different picture than the one promoted by previous studies, and shows that many of our worries concerning the detrimental effects of the Internet are unfounded. In one article based on the results of the WIP survey and published in October 2010, Amichai-Hamburger and co-researcher Zack Hayat from the University of Toronto in Canada report that rather than detracting from a person's social life, Internet usage can actually provide enhancement. Recent research has shown that Internet users develop larger personal networks than their counterparts, and have more contact with friends and family members. In addition, while not decreasing the amount of time people meet with close associates in person, the Internet opens users up to larger and more diverse discussion networks. In fact, the researchers discovered that across 13 participant countries, Internet usage has a positive correlation on users' social interaction with those of similar political interests, religion and profession, as well as with friends and family members. The only area in which it was found to have a negative correlation was with others sharing similar hobbies or interests.

The most recent survey by the WIP aims to discover the detailed Internet habits of users throughout the world, as well their entrenched beliefs and fears regarding the Internet. Questions range from how often participants use the Internet for shopping, paying bills, banking and investing, to whether they feel safe in expressing their political views online. Data from this current survey will be available shortly. As Amichai-Hamburger points out, “The results of this survey should shed light on how the Internet affects our lives here in Israel, and when we compare our findings with those of previous years we will get a clear picture of the recent changes that have taken place. We will also have an amazing opportunity to compare Israel's results with those of other participating countries and this will give us an understanding of the positioning of Israel in different important areas.”

In further illustration of these points, Amichai-Hamburger adds: “We can learn from the survey how different media, particularly the Internet, affect our lives. For example, our results show that here in Israel many people do not trust the online banking system. They do ask for information, but not more than that. We can also see that E-citizenship in Israel is not on a high level, while in many European countries and in the US, people get empowered as citizens through visiting and making use of government and local authority websites. In Israel, we found that citizens feel powerless.”

In Israel, governmental bodies, researchers, developers and others can look to see where the nation is located in comparison to other countries, and identify countries with similar patterns of Internet use. This is further analyzed to assess similarities and differences, work out patterns and make predictions for the future. This global understanding of the directions in which the world is moving with regard to the usage of media leads us not only to understand, but to be able to influence and even positively determine the development of Internet use.

Dr Yair Amichai-Hamburger received his doctorate from Oxford University. He is a prolific author and has recently published two books: The Social Net, Human Behavior in Cyberspace (Oxford University Press, 2005) and Technology and Wellbeing (Cambridge University Press 2009).

- Joy Pincus
PUBLIC DIPLOMACY & SOCIAL AWARENESS – USING CATS AS A PLATFORM

Participants in a viral advertising project at the Sammy Ofer School of Communications, acting under the auspices of IDC’s AdVenture, in the Program of Persuasion, think they have cracked the code on how to favorably brand Israel while increasing global awareness for social causes – it’s a true win-win formula.

CatLikes is a rare breed of campaigns where Viral Marketing meets Public Diplomacy meets Social Media Marketing (SMO) meets Cause Marketing meets animal-rights activism.

Dubbed CatLikes (www.CatLikes.org), Phase I of the campaign will focus on gathering as many “likes” as possible to the Facebook page by leveraging the immense popularity of cat-related content on the Web. In Phase II, the campaign will expand its platform and level of interactivity with fans by creating a Facebook app as well as by running a blog and a Website. With a long-term vision in mind, the project team has established its target of accumulating 1 million “likes.” The question that remains is how many months or years it will take to achieve this goal.

CATS FOR SOCIAL AWARENESS

The first non-profit cause that the project will support is round up (www.round-up.org). Round up is a British innovation that is set to change the way humanity gives to charity by simply automatically rounding up one's monthly credit card transactions to the nearest dollar or local currency. The first global pilot for the round up concept is taking place in Israel these very days (www.round-up.org.il). A successful local pilot will lead to the organization’s global roll-out plan into other countries.

If people adopt the new round up concept by the millions, billions of additional annual dollars will be diverted to social causes, making the world a better place for all. This is the inspiration behind the slogan for the CatLikes: Making the world a better place one “like” at a time. The IDC team will work in close cooperation with the Round Up's Israeli office.

The overall idea behind the project is to create as much buzz and social awareness as possible for round up using the CatLikes’ online platform, content and activities.

CATS FOR BRANDING ISRAEL

The Catlikes project team is well aware that the Israel brand is antagonistic to many and has therefore devised a subtle, incremental and low-key approach to branding Israel. Some branding components that will be used include:

1) Selecting only innovative NGOs and non-profit initiatives based in Israel.

2) Giving the personified cats that are supposedly running the Facebook page an Israeli identity using photos and “personal” stories.

3) Giving an Israeli “look n’ feel” to the Facebook, website and blog.

4) PR activities highlighting the round up concept being first piloted in Israel as well as the campaign being initiated by IDC’s AdVenture. Stage I of the PR will focus on Israel while stage II will have a global orientation.

5) Branded video content and photos of cats in Israel – Israeli photographers will be encouraged to upload their photos of cats filmed in Israel.

WELCOMING GIL LAVIE

Gil Lavie is a pioneer in the field of Viral Advertising. In 2003, after a successful career in hi-tech marketing, Mr. Lavie founded Keta Keta, which is among the world’s first four viral advertising agencies. Mr. Lavie has been serving as the creative director of the company, with experience extending to tens of viral campaigns for leading global brands such as Merck, LG, Fiat, Orange, Teva and Eli Lilly, among others. In addition, Mr. Lavie works with the Israeli Foreign Ministry and the Ministry of Tourism as well as related NGOs, mainly on Israel’s image-related topics.

During his seven years of work in the viral field, Mr. Lavie is responsible for well over 500 million Web views, which were generated organically as a result of his viral ad campaigns. In addition, his work has been featured numerous times on the news and special programs featuring the world’s funniest ads on major networks such as BBC, SkyNews, RTL, CBS, etc. as well as all Israeli TV channels. His viral campaigns have reached over 120 countries. Gil consults to various governmental and non-governmental organizations on web marketing, social media and online branding. He also lectures on Viral Advertising and Communication at IDC to both international and Israeli students. Gil was born in Los Angeles in 1967 and grew up both in the US as well as in Israel. He holds a BA degree in Political Science and International Relations from UCLA and an MBA from USC.
This three-year research program, funded by the Fetzer Foundation, examines the extent to which the experimental activation of a sense of attachment insecurity (‘security priming’) increases responsiveness, compassion, and altruistic helping in interpersonal and intergroup relations. In this program, the researchers will extend their efforts in three new directions: (a) determining whether security priming removes or overcomes the barriers to compassion that have been identified by other researchers; (b) studying the effects of security priming on compassionate love within three different relational contexts – romantic relationships, small groups, and intergroup interactions; and (c) designing and evaluating longer-term, more powerful security priming interventions that can be used in the real world. In particular, nine laboratory experiments examine the contribution of security priming, chronic attachment insecurities, and compassion barriers to the sensitive provision of compassionate care in couple relationships, prosocial behavior in small group settings, and generous behavior toward members of outgroups. The results will provide a deeper psychological understanding of compassionate love in specific relational contexts and suggest new ways in which security priming can be used to foster compassionate love in the real world.

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This research project, funded by the US-Israel Binational Science Foundation, examined the trajectories of post-traumatic reactions of Israeli ex-prisoners of the 1973 Yom Kippur War and the manifestations of these trajectories in close relationships. Being a prisoner of war (POW) is usually extremely traumatic, often causing serious damage to mental and physical health. The goal is to learn more about the long-term effects of such experiences and gain insights into how their damaging effects might be ameliorated. The researchers have an opportunity to follow Israeli ex-POWs of the Yom Kippur War and examine the long-term trajectories of post-traumatic stress disorder (PTSD), as well as the psychological mechanisms that contribute to resilience and successful recovery and those that underlie chronic or delayed PTSD. In previous studies they collected data on these ex-POWs’ PTSD symptoms 18 and 30 years after the war and compared them with outcomes for a matched control group of Israeli veterans. In the current follow-up study, they re-contact members of these two groups 35 years after the war and examine the functioning of their “attachment systems,” one of the basic psycho-biological systems involved in emotion regulation, mental health, and personal and social adjustment. They would determine the extent to which attachment-related mental representations act as regulatory, soothing, and healing agents in the minds and lives of ex-POWs with different long-term PTSD trajectories. The findings would have important theoretical and practical implications for understanding and treating the emotional problems of ex-POWs.

Tamar Saguy, PhD

This research program, funded by the European Union, is designed to investigate the psychological mechanisms through which intergroup contact might work to undermine the development of change toward equality. Contact theory is the dominant social psychological framework for improving relations between groups in tension. Over the years, the theory has generated widespread optimism regarding the potential to advance more tolerant societies via the implementation of contact interventions. Notwithstanding the support for the theory, emerging evidence suggests that while contact is a successful tool for prejudice reduction, it may contribute little toward increasing social justice and group equality. This research program consists of an experimental study, longitudinal study and two cross-sectional surveys. Its primary hypothesis is that through an emphasis on cross-group commonalities, intergroup contact can undermine recognition of group-based injustice, which is paramount in mobilizing disadvantaged group members to act for change. It further considers the influence of contact of ingroup identification and perceptions of group boundaries, which are further relevant for increasing motivations for change. The predictions will be tested across a variety of intergroup contexts including experimental groups, Muslims in India, Ethiopians in Israel, and ethnic groups in the US. Taken together, the hypothesized model can advance a more complete and nuanced understanding of the consequences of contact, and thereby contribute to the development of more appropriate, and potentially successful, implementations of contact theory.
BUILDING POSITIVE SCHOOLS – MAKING A DIFFERENCE AND CREATING A CHANGE

At Maytiv Center, established in 2010 as part of the School of Psychology in the Interdisciplinary Center, they develop, implement, and research prevention and intervention programs based on the core principles of Positive Psychology. The center’s goal is to promote evidence-based community programs to advance resilience and well-being on the individual, organization, and community levels. The study of positive psychology encourages a shift in emphasis from psychology’s traditional preoccupation with the alleviation of disease to the building of resilience, highlighting the strengths and virtues humans have. Studying the full spectrum of human experiences allows us not only to treat individuals who are suffering from significant emotional difficulties, but to also develop informed prevention and intervention programs that foster individuals’ well-being, optimal interpersonal relationships, and well-functioning communities. Among their projects, which include programs in the IDF, hospitals, municipal welfare departments and various educational settings, during the past year they have conducted a school-based intervention program carried out in middle-school in Israel, with 750 students and their teachers. The intervention program was designed to help teachers and students identify their own strengths and apply them at the personal, interpersonal and community levels, to increase sense of personal responsibility and self-efficacy. The intervention program included 15 two-hour sessions for teachers and students, in which they learned of the principles of positive psychology, and skills to practice them. These included cultivating positive emotions, appreciation, and gratitude, facilitating meaning construction, strengthening mind-body connection, forming and maintaining positive relationships, and creating positive environments. Both teachers and students reported improved well-being, feelings of optimism, sense of self-efficacy, and academic functioning.

POSITIVE PSYCHOLOGY FOR CHILDREN AT RISK: DANCING HIP-HOP AND PAINTING VAN GOGH IN AFTER SCHOOL PROGRAMS

At Maytiv Center, part of the School of Psychology in the Interdisciplinary Center (IDC), we develop, implement, and research prevention and intervention programs based on the core principles of Positive Psychology. As part of one of the Maytiv’s projects, during the course of the 2010-2011 academic year, 8 psychology students integrated into existing after-school programs for children at risk in the city of Herzliya, to conduct activities with the children in which they incorporate the core principles of positive psychology. Based on positive psychology’s emphasis on strengths and resilience, within the dance, art, and soccer activities, the IDC students cultivate positive emotions in the children, increase their sense of agency, help them cope with failure and take pride in success, identify strengths and foster them, set goals and work towards these goals. Such experiences hold great value particularly for children at risk, within the context of their complex life-circumstances. In parallel, the staff of the after-school programs participates in a program in which they learn of the core principles of positive psychology, and skills to practice these principles in their work with the children.

The contribution of the intervention to the both staff and children’s overall well-being is apparent not only in the praise received from staff, but also in the light in the children's eyes, when learning that they “can absolutely do this.”
ATHLETIC CHAMPIONS MAKE IDC PROUD

IDC students shone in the sports arena during the first half of the season, showing mental and physical strength and dedication and making IDC proud.

Following the Israel National Collegiate Sports Championships held over four days in Eilat, overall, IDC took third out of 26 universities and colleges that participated. What was most gratifying to see was the participation of international students together with veteran Israelis in this competition. Hats off to Coach Ilan Kowalsky, who with very little budget, no sports facilities, and a relatively small student body really made the opposite impression. We now really have to increase the size of our trophy case adjacent to the Office of the President.

There were 70 IDC athletes, who, either individually or within their team, participated in a range of 10 different physical competitions, with the 11th official competition being debate.

The official results were:

1. **Tennis** - Women: 1st place, Men: 1st place
2. **Windsurfing** - Men: 1st place, Women: 3rd place
3. **Open Water Swimming** - Women: 1st place, Men: 2nd place
4. **Squash** - Men: 2nd place, Women: 5th place, Personal: Women 1st place, 2nd place Men
5. **Triathlon** - (run 3 km, swimming 400 meters and running 1.5 km)
   - Women: 4th place, Men: 2nd place
6. **Table Tennis** - Women: 3rd place, Men: 9th place
7. **Mountain Biking** - Women: 3rd place, Men’s 6th place
8. **Karate** - Women: 5th place, Men: 4th place
9. **Beach Volleyball** - Women: 3rd place, men: Place 8
10. **Mini-Football** - 8th Place Women
11. **Debate** - 1st place
IDC Anthem

Between the eucalypti
By the wildflowers
A new academy grew
The academy of the future
We came together here
From South and North
We came to Herzliya
To realize a dream
We always will return here
Proud and excited
Because this is our second home
The Interdisciplinary Center
IDC!

המנון הבינתחומי
The IDC Anthem

בין עצי האקליפטוס
וליד פרחי הבר
קמה לה אקדמיה
אקדמיית המחר
מכל הארץ התכנסנו
מדרום ומצפון
להרצליה באנו
להגשים את החזון!
לכאן תמיד נחזור אנחנו
גאים ונרגשים
כי זה בתיינו השני
המרכז הבינתחומי
בינתחומי!י
The IDC Family Congratulates

The IDC Herzliya

Honorary Fellows

for 2011:

Mrs. Babs Asper
Prof. Shlomo Avineri
Major General Meir Dagan
Mr. David Fuhrer
Mr. Shimon Mizrahi
Mrs. Raya Strauss